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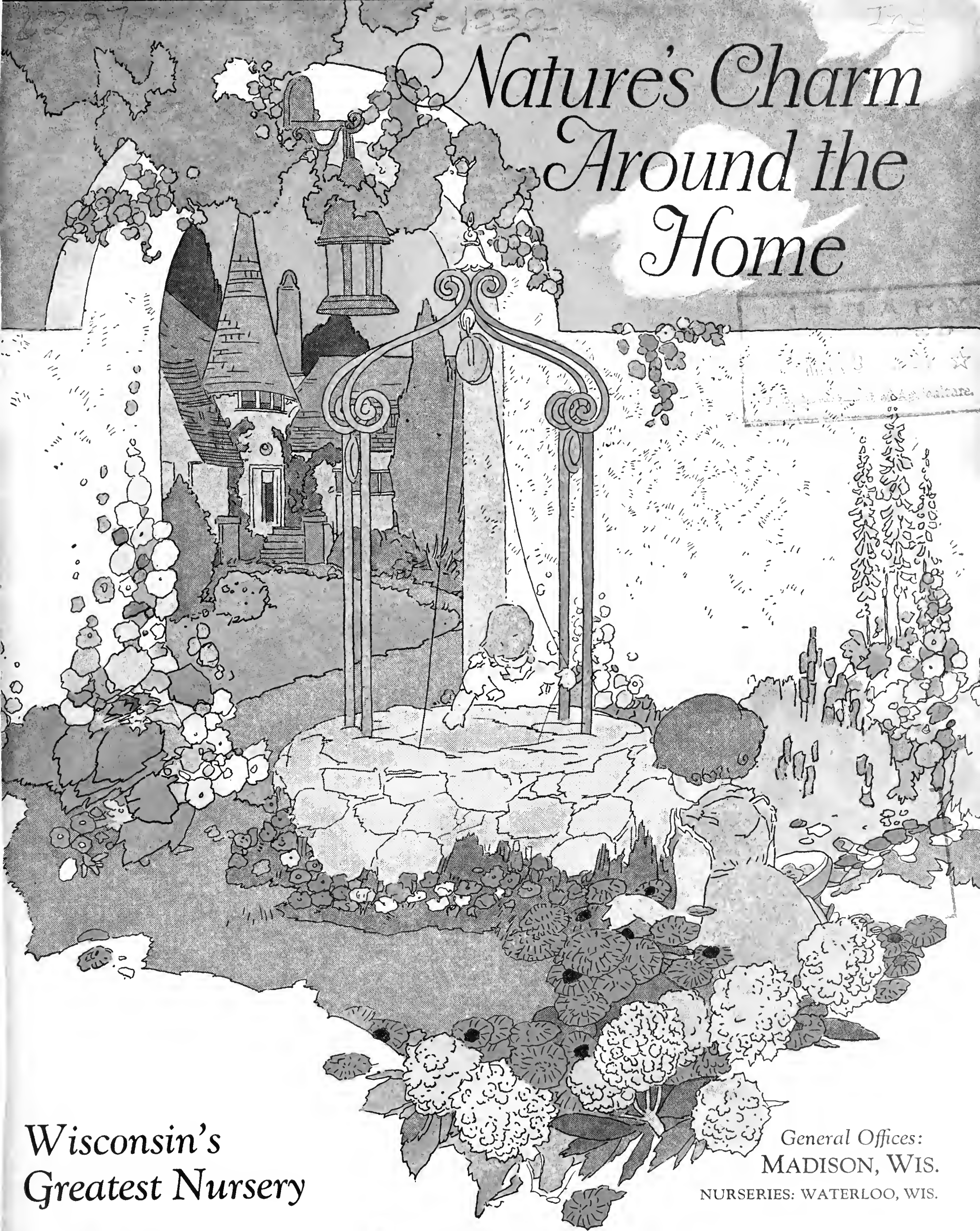
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21232

In

# Nature's Charm Around the Home



Wisconsin's  
Greatest Nursery

General Offices:  
MADISON, WIS.

NURSERIES: WATERLOO, WIS.

# McKay Nursery Company

# About Our Representatives ~

The McKay Nursery Company is represented in practically every community of this territory by a man who practices a service creed. These men comprise a group of alert, industrious, helpful representatives of whom this Company is justly proud.

In serving you, each of our representatives is backed by the Company itself, whose officers have had many years of experience in the nursery business, and whose Landscape Department is one of the best staffed in the Middle West. With their help, your questions can be readily answered. With their help, the best of service is assured.

You may know the McKay representative in your neighborhood. If not, we believe it will be worth your while to make his acquaintance. Just drop us a card and we'll be glad to send you his name and address.





*W. G. McKay, President and Manager*

## *A Personal Message from Our President*

**A**FTER almost two-score years of service to hundreds of thousands of patrons, it is again a pleasure for the McKay Nursery Company to present this catalog for your consideration, hopeful that you will find it interesting, helpful, and valuable.

Down through the years our Company has sponsored those two well-known slogans of the nursery industry: "It's not a home until it's planted", and, "It's not a farm without an orchard". We have also tried to give wide circulation to another practical statement worthy of consideration: "Nursery stock which doesn't grow is expensive at any price."

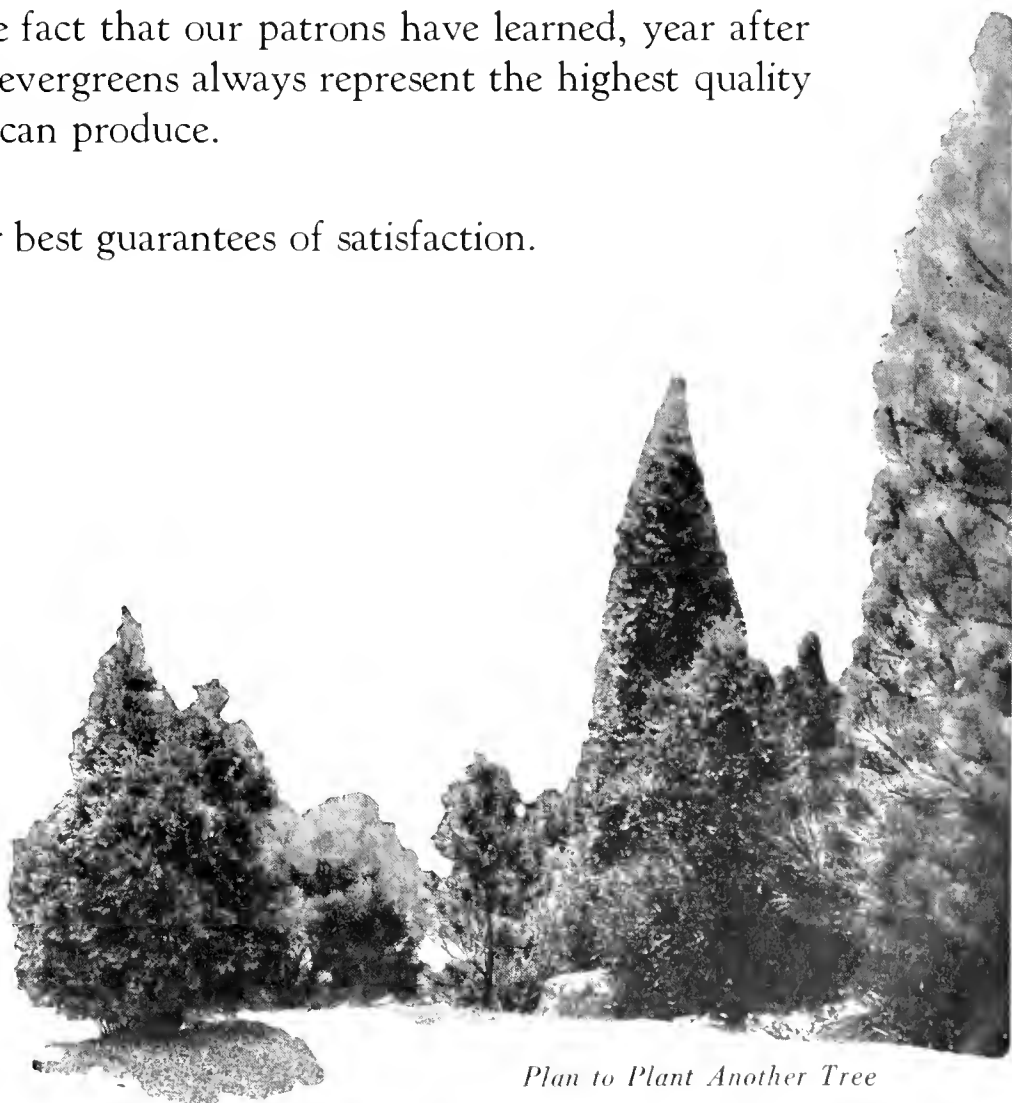
It is gratifying for us to contemplate the fact that our patrons have learned, year after year, that McKay trees, plants, shrubs, and evergreens always represent the highest quality that ideal growing and packing conditions can produce.

This reputation and this policy are your best guarantees of satisfaction.

Sincerely yours,

*W. G. McKay*

President



*Plan to Plant Another Tree*



# The HOME BEAUTIFUL ~

## HOME OWNERSHIP

The love of home is universal—a popular theme in song and story down through the ages. There is no more worthy ambition than the ambition to own one's home and to make home life happier, more wholesome, more enjoyable by the beautification of the home grounds. Home is where we spend our happiest hours. Hence the marked trend in American life of making homes more beautiful both inside and out—of developing homes that will live everlastingly in the lives of those reared in their environs.

## PRIDE

Each year during the past decade has experienced an increasing consciousness of the importance of proper planting on the part of American home owners. Unquestionably the decade ahead will register still greater strides in the same direction. Today the home grounds receive justified consideration comparable with that given to the interior of the dwelling. Our friends see our living room. Everybody sees our home grounds. Genuine pride in home ownership, therefore, is scarcely possible without a home environment that has been properly, attractively planted.

## SOCIAL VALUE

Man is judged very often by the clothes he wears. The home, whose innermost recesses are not observable by the public generally, makes its impression by the clothes it wears, too, by its exterior appearance, in a large measure by its planting. When one takes a Sunday drive, invariably attention is attracted, as one drives about, to the home whose grounds reflect the owner's thoughtfulness and care. Whether a home is located in the city or in the country, whether it is a mansion or a modest dwelling, few things about that home can enhance its social value to the owner like a well-arranged planting of well-selected nursery stock in thriving condition.



*Home of Mr. and Mrs. J. L. O'Connell, Madison, Wis.*

*We present the above general view together with a close-up view of the right corner of the house, as an example of our work on large estates. Just as no grounds are too small, likewise no grounds are too large for our landscape architects to work on.*

*Note the charming arrangement of trees, evergreens and shrubs that help to enhance and beautify the fine architecture of the house itself.*



*Note the fine specimens of Colorado Blue Spruce, Black Hills Spruce, Douglas Firs, grafted Elms, etc., that comprise the planting around the service part of this house; all from McKay's Nurseries.*



*A Typical McKay Landscaped Home  
Home of Mr. and Mrs. Vern Houghton, Madison, Wis.*

On this page and throughout our catalog, you will find photographs of homes that were landscaped and designed by the McKay Nursery Co. In some cases the owner planted the stock himself, in other cases it was planted by skilled men of our organization. The McKay Nursery Co. will be glad to consult and co-operate with you toward achieving similar results with your home grounds. We are prepared to serve you reliably, efficiently and at a reasonable cost.



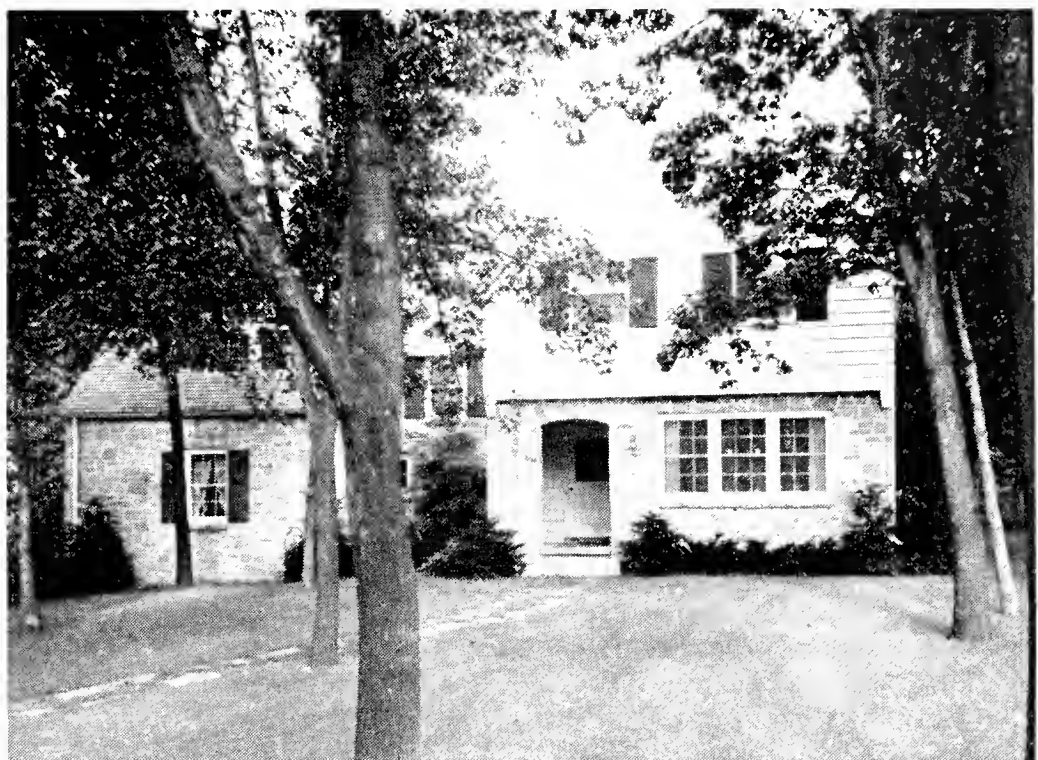


### FAMILY ENVIRONMENT

Next to heredity, admittedly the home environment exerts the greatest influence in moulding the character, the habits and the temperament of a growing family. When the boy or girl is growing up, he pays little attention to the impressions of the home environment. When he is grown, however, he is indebted immeasurably to the correct influences that his parents made possible for him to enjoy. While the planting of the home grounds adds value to a property far in excess of the actual expenditure involved, and while the planting investment pays handsome dividends in the pleasure and the relaxation it affords, the influence of home planting on the lives of the children should not be overlooked. Fortunate is the child who spends his impressionable years amid the beauty of trees, plants, flowers, and growing things. Nature's handiwork leaves an indelible stamp upon his character.

### A SAFE INVESTMENT

There is no possible chance of loss when an investment is made in high grade nursery stock. Of course nursery stock that doesn't grow is expensive at any price. But McKay Nursery stock is the very finest stock that can be grown. No similar home investment yields



*Above: The rugged simplicity of the above shade-loving Japanese Yews and Hemlocks in a naturally wooded environment, give an atmosphere of hospitality and good cheer to all who pass or call at the home of Mr. and Mrs. M. W. Torkelson, Nakoma, Madison, Wis.*



*Left: A charming home grounds well planned and well cared for by its owner, that has made this a home of beauty, pleasure, and contentment. Notice the artistic arrangement of plant materials which enhance the beauty and effective appearance of this home of Mr. and Mrs. Harold Langer, Baraboo, Wisconsin.*

as much pleasure. Equally important is the fact that no similar investment can possibly add as much to the resale value of a property. Even a few shade trees planted on a treeless property add immensely to its value, a value which the planting increases from year to year. A well-planted home makes a lasting first impression on the prospective purchaser. Many an ordinary home has been sold at a fancy price because of the attractiveness of the well-planted grounds.

### SUMMARY

The home owner may well feel proud of a well-planted home which is a credit to his community as well. The social and monetary value of the home is increased greatly by proper planting. Property values are increased out of proportion to the cost involved. Attractive planting adds to the joy of living and helps provide a wholesome environment for the children whose value cannot be measured.

There's no place like home. Make your home more beautiful, more valuable in every way by planting hardy, northern grown stock from Wisconsin's Greatest Nursery.





## McKay Nursery Company



Home of  
Mr. & Mrs. H. G. Miller  
Markesan, Wis.

*To quote Mr. Miller:  
"We have never had anything  
that has given us the pleasure  
and satisfaction that this  
planting has—we think you  
laid everything out exactly  
right for us and wouldn't  
want a single thing changed  
in the plan."*



↑  
*After  
Planting*

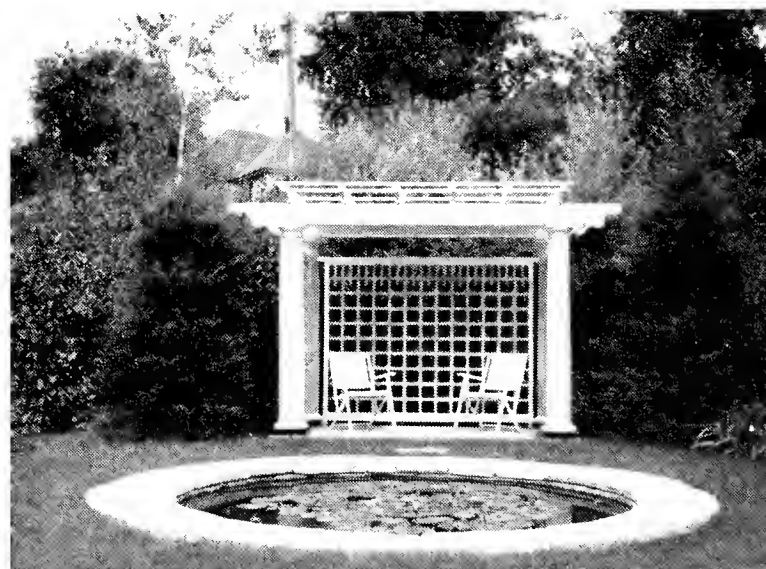
→  
*Before  
Planting*



*On this page we are presenting a series of views of a home that was built in an era of 30 or 40 years past. In its day, its architecture and style was considered the best of the period. As in all art, building architecture has changed until today the tendency is toward the modernistic style.*

*Mr. and Mrs. Miller thought well enough of their old home to modernize its landscape architectural setting, and thereby transformed its appearance from that of "just another house" to one more in harmony with today's better homes.*

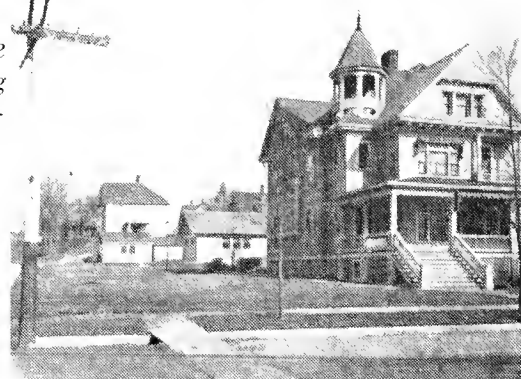
*Possibly you have just such a home and grounds that our landscape architects can help you modernize and transform.*



*A restful nook where the owner's family spends some of its leisure hours, enjoying the fragrance and color of the Lilies and watching the goldfish flash by. The vista from the pergola opens up into a spacious lawn, bordered by flowers of all descriptions.*

→  
*Before  
Planting*

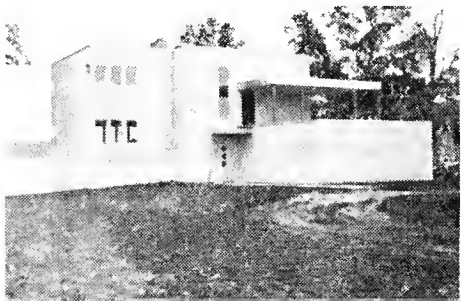
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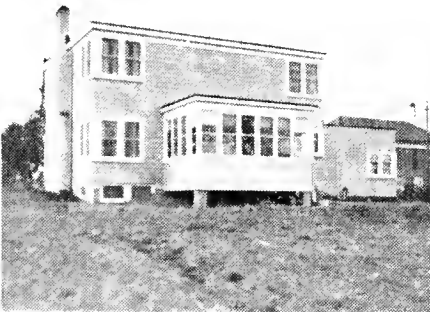




Above: Specimen evergreens, together with carefully selected and planted shrubbery were used to effectively soften the lines of the beautiful modernistic home of Mr. and Mrs. Toby Curtiss, Madison, Wis.

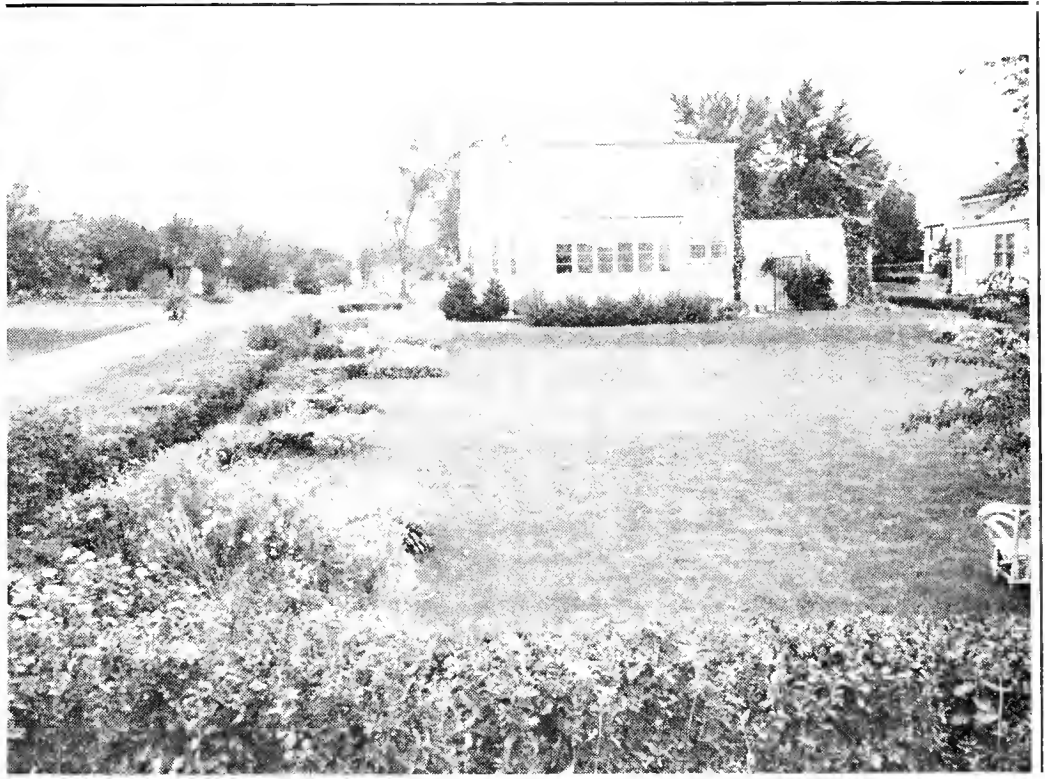


Above House Before Planting



Right: A formal garden designed on modernistic lines to conform to the architecture of the house, is giving much joy and satisfaction to Mr. and Mrs. G. M. Lunde, Madison, Wisconsin.

House; Above, Before Planting—To Right, After Planting



## A Story in Pictures — OR —

### MORE EXAMPLES OF MCKAY'S ARTISTIC DESIGNING AND PLANTING

The plantings in these actual photographs on this page and throughout this catalog were all designed and planted by the McKay Nursery Co. They show the pleasing landscape improvements that good planting and good nursery stock can accomplish.

#### FOLLOW A DEFINITE PLAN

For every home and grounds there is some one best way of landscape development that will make it the most beautiful and serviceable. We study your needs and provide a landscape plan that best fits the situation.

#### CONSULT US

Nearly two score years of experience has made us familiar with hardy plants, soils, and Wisconsin climatic conditions. No matter whether your needs are small or extensive, our practical advice will help you.

## Winter Gardens

Does the pleasure and enjoyment of your garden end when the leaves fall in autumn? The home grounds should be attractive and of interest right through the winter months.

**Evergreens:** Of all varieties.

**Bark and Twig Colorations** of the Red Dogwood, Golden Willow and White Birch.

**Bright Winter Fruits and Berries** such as the Barberry, Highbush Cranberry, Bush Roses, Snowberry, Bittersweet, Burning Bush, Honeysuckle, etc.

Left: Much of the charm of this foundation planting, not to mention its economy, lies in its simplicity. Home of Mr. and Mrs. Ivan Fay, Madison, Wisconsin.



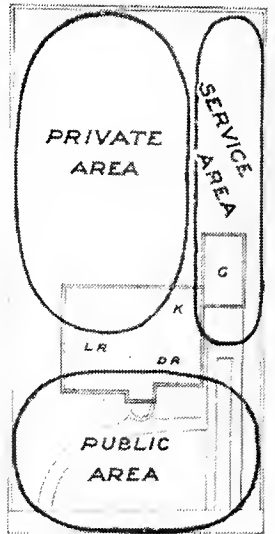


# This Catalog will Help You Improve Your Home Grounds

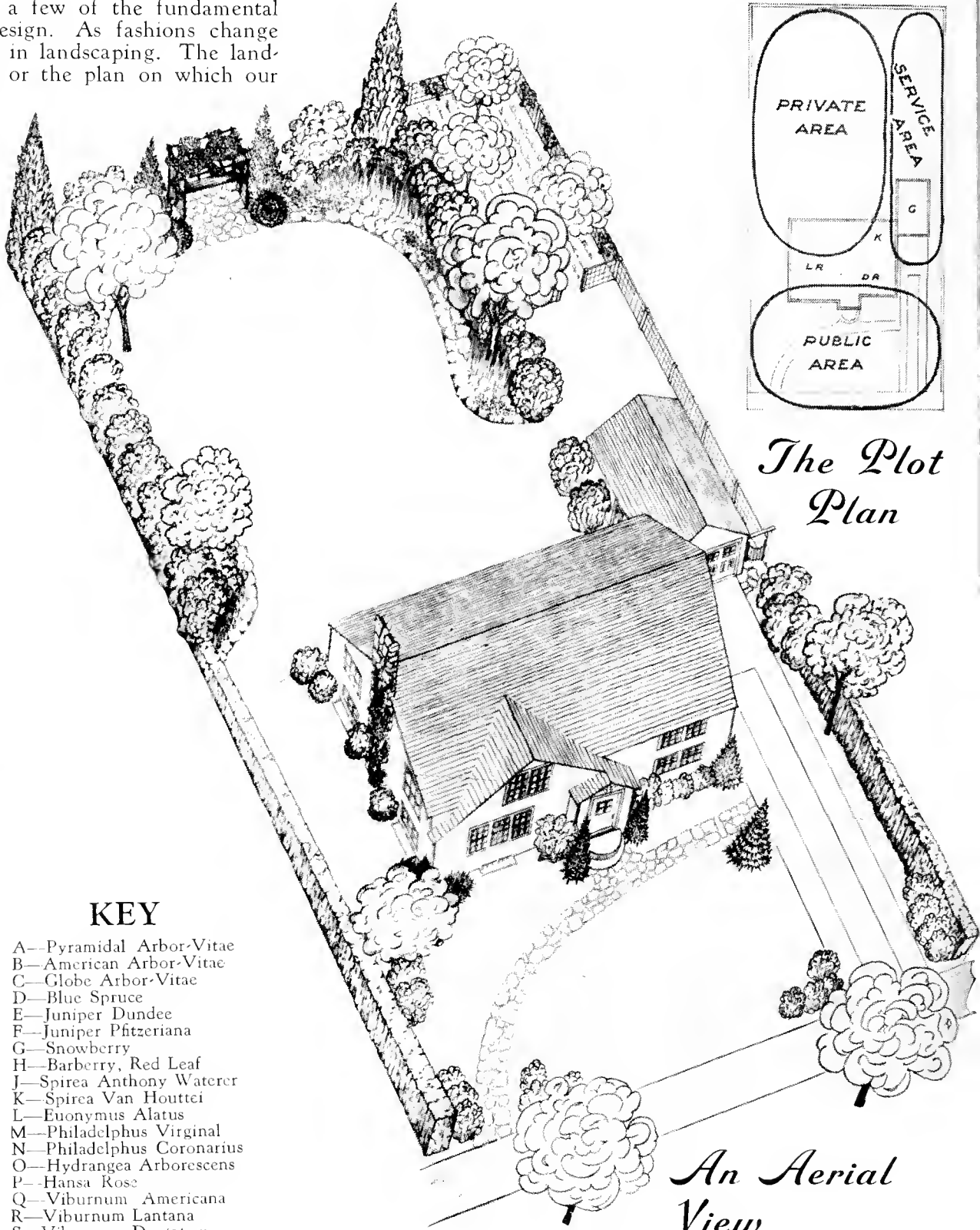
The purpose of this page is to suggest a few of the fundamental characteristics of the modern landscape design. As fashions change in other arts, so do styles change gradually in landscaping. The landscape plan that you might design yourself, or the plan on which our representative might lend his assistance, logically would divide the property to be landscaped into three areas, commonly known as the **public**, the **private** and the **service** area.

## PUBLIC AREA

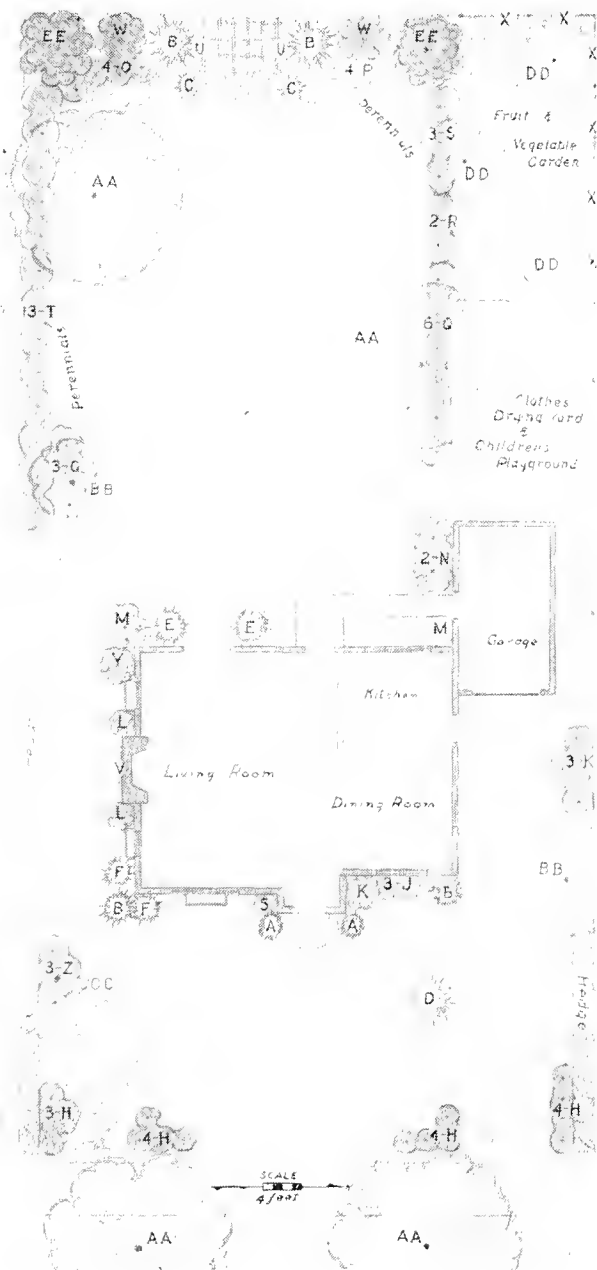
The landscaping of the public area is concerned with that part of the property ordinarily in front of the house, which is open to public view. The simplest and usually the most artistic planting for that part of the grounds is a foundation planting of shrubs or evergreens about the house. Its purpose is to dress up the home most effectively for public view. Of course, a few shade trees are necessary for street and lawn planting. Possibly there is just the place for a specimen evergreen or for a small flowering ornamental tree. A living Christmas tree planted near the house will add year-round beauty and provide a permanent tree for holiday decorations.



*The Plot Plan*



*An Aerial View*



## KEY

- A—Pyramidal Arbor-Vitae
- B—American Arbor-Vitae
- C—Globe Arbor-Vitae
- D—Blue Spruce
- E—Juniper Dundee
- F—Juniper Pfitzeriana
- G—Snowberry
- H—Barberry, Red Leaf
- J—Spirea Anthony Waterer
- K—Spirea Van Houttei
- L—Euonymus Alatus
- M—Philadelphus Virginal
- N—Philadelphus Coronarius
- O—Hydrangea Arborescens
- P—Hansa Rose
- Q—Viburnum Americana
- R—Viburnum Lantana
- S—Viburnum Dentatum
- T—Persian Lilac
- U—Trumpet Vine
- V—Ivy
- W—Honeysuckle, Pink Tar.
- X—Grape (Tame)
- Y—Prunus Triloba
- Z—Honeysuckle, Morrowi
- AA—Vase Elm
- BB—Mountain Ash
- CC—Flowering Crab
- DD—Fruit Trees
- EE—Bolleana Poplar

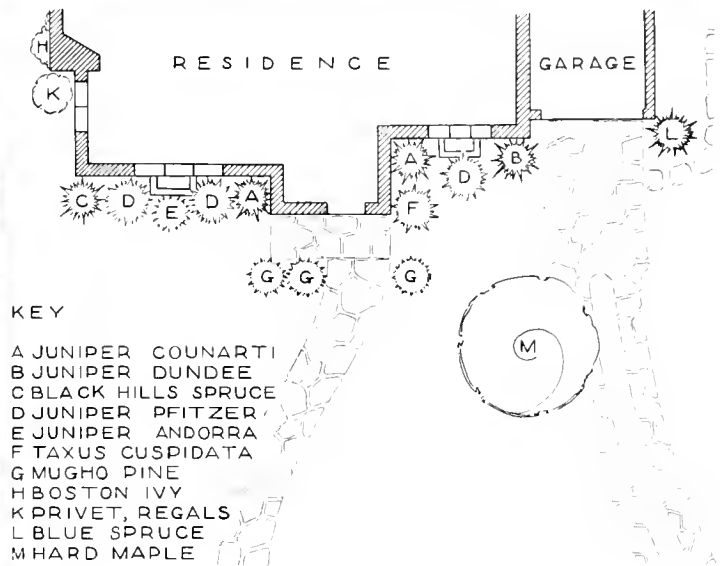
## The Landscape Plan

## SERVICE AREA

The planning and planting of the service area are concerned with the location of the walks and drives, the garage, clothes drying area, the vegetable garden, children's playground and similar spaces. Walks and drives will be arranged most advantageously so that the lawn will not be disfigured. Good vistas should be capitalized upon. The plan will call for the use of every square foot of ground most effectively. It is well to compute the cost of a lot on a square foot basis to lend appreciation to the importance of making the best possible use of every bit of space.



*"It's Not a Home Until It's Planted"*



**PRIVATE AREA**

The old back yard has become the modern outdoor living room. In the old days the back yard too frequently was merely a dumping ground, unadorned and for the most part neglected. It presented far from a pleasing appearance from the rear windows of the house. Today, however, the outdoor living room, as the name indicates, represents an extension of the indoor living room out-of-doors. It is the home owner's solution to the problem of how to make his property most valuable and how to get the most enjoyment from it. All members of the family spend countless hours of pleasure and relaxation in the outdoor living room. It will probably be enclosed with a hedge or an informal border of shrubs in the color and texture of the foliage. Unsightly views in the surroundings, if they exist, may be screened out with larger shrubs and trees. Advantage will be taken of desirable views with lower plantings. Hardy bulbs and flowers will be planted along the borders to provide additional color and fragrance. Comfortable shade, welcome spring blossoms and delicious fruit will be provided by well-located shade and fruit trees. Finally, the turf will add the green carpet and the blue sky the ceiling for your inviting outdoor living room, one of the most valuable assets of the well-planted home.



*Home of*  
**Mr. & Mrs.**  
**H. C. Berkowitz**  
*(Nakoma)*  
**Madison, Wis.**

*The glorious combination of McKay's evergreens pictured above makes this home very distinctive and inviting.*

*Look at this house before planting, while embodying very good architecture, it still looks lonesome and unfinished.*

*Look at the plan above, that was designed by our landscape architects, to enhance the architecture, and to blend it into the surroundings.*

*Look at the result after planting, demonstrating clearly that it is really "Not a Home Until It's Planted." Whether your house is of stone, brick or wood; whether it be a castle or a cottage, the magic touch of good landscaping will make it a better home.*



*A Beautifully Planted Farm Home,  
the Pride of Its Owner*



**LANDSCAPE SERVICE**

The service facilities of our Landscape Department have been enlarged and improved to accommodate the growing demand for expert assistance in the formation of landscaping plans.

It is well to bear in mind that it is just as essential to have a good landscape plan for the home grounds as it is to have a plan for the construction of the dwelling itself. The right landscape plan, as developed by this department, will assure you of a proper planting for your home.

In rearranging your planting or in planning a detailed blue print of new home beautification plans, you will find that our experienced Landscape Department can be very helpful. The services of this department are offered without charge when McKay Nursery stock is purchased. If you are planning any elaborate planting, it will be exceedingly worth your while to secure the complete details of this plan, either from the McKay representative when he calls, or by writing direct to the McKay Nursery Company.



## McKAY'S Beautiful Shrubs

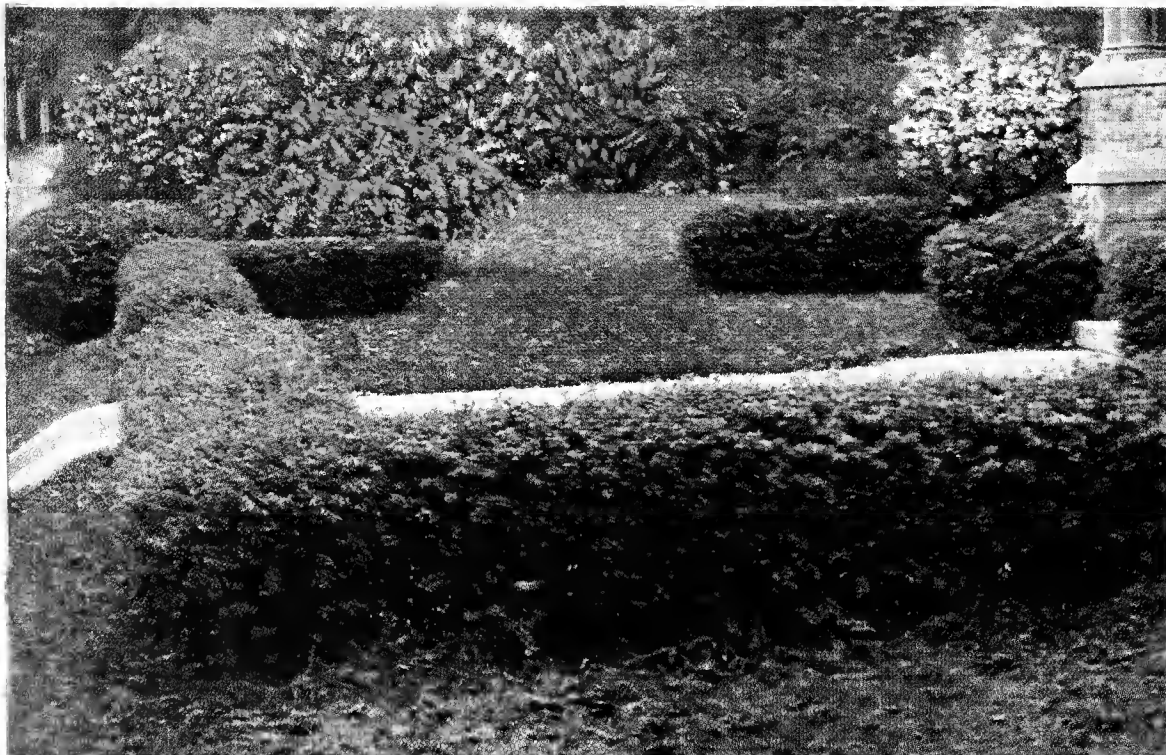
Under the classification of Ornamental Shrubs you will find a great variety of plants: some of them valued for the beauty of flowers, others for foliage, fruit or bark colorings, and some for both flowers and foliage. Charming effects are quickly obtainable with ornamental shrubs that become increasingly beautiful with the years. The grace of shrubbery augmenting the beauty of the home grounds is an invaluable asset. With proper selection of plants, it is possible to have a diversity of color and a succession of blossoms from early spring until late fall.

If they are properly planted, shrubs require very little care; occasional pruning to keep some shrubs from getting too wide, or others from growing too tall for their positions, and some stirring of the soil, for the first few years. In the descriptions that follow, we have indicated the approximate height of the shrub at maturity, the color of flowers, time of bloom, fruit, bark, and other characteristics.

The varieties listed represent the customary McKay standards of excellence that we can recommend to our customers and friends.



*Red-Leaved Barberry*



*Thunberg's Barberry (Trimmed)*

### ALMOND - *Amygdalus*

**PINK FLOWERED DOUBLE.** Early in the spring before other shrubs have budded, the Flowering Almond is covered with pink rose-like blossoms. Does best when planted in a protected place, yet should have a rather predominant place where the early flowers can reflect their full beauty. 3 to 5 feet.

### AMELANCHIER

**CANADENSIS** (Juneberry or Downy Shad-blowl). A large shrub, growing 10 to 15 feet high with attractive white flowers in early spring, followed by dark red fruit which attracts birds.

### ARALIA

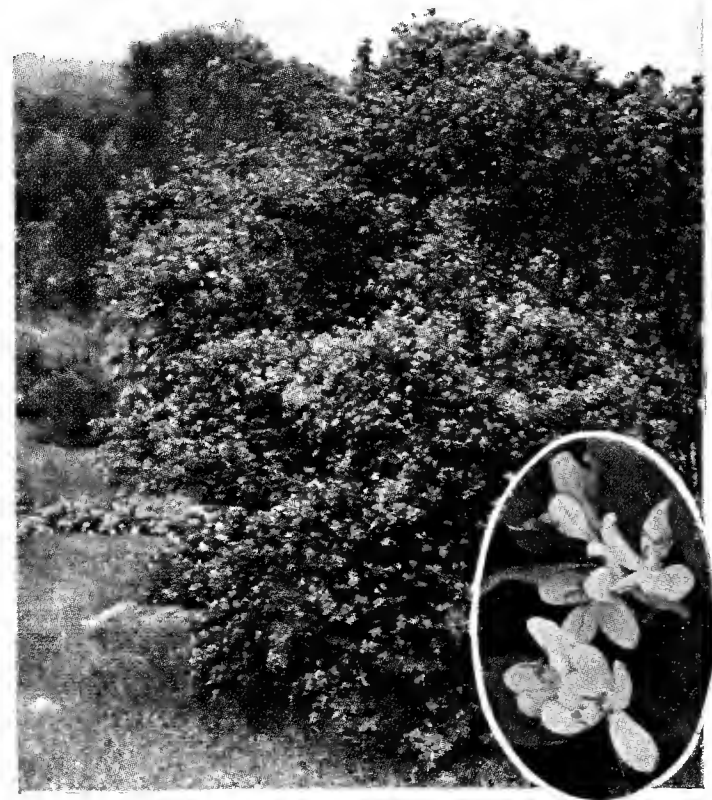
**PENTAPHYLLA** (*Acanthopanax pentaphyllum*). 5 to 10 feet high when full grown. Upright, prickly branches with glossy foliage. One of the best shrubs for shady places and rocky banks.

**SPINOSA** (Hercules' Club). 10 to 15 feet. A tall shrub with prickly stems and tropical-looking, compound foliage. Immense panicles of creamy white flowers in August followed by dark purple berries.

### ARONIA

**ARBUTIFOLIA** (Red Chokeberry). A native shrub of great beauty and easy culture. Covered with white flowers in early spring, followed by bright red berries which last all winter. Foliage turns red in fall. Very attractive.

**MELANOCARPA** (Black Chokeberry). Similar to *Aronia Arbutifolia* except it is a much slower grower and has black berries instead of red.



*Tartarian Honeysuckle*

### BEAUTY BUSH - *Kolkwitzia*

**AMABILIS.** The gracefulness, free-blooming qualities, and hardiness of this Chinese plant makes it a beautiful plant for any garden. Central branches stand upright to a height of 5 to 6 feet, and its outer growth arches out and down to the ground. Its leafy stems are laden with clusters of deep pink flowers in June.

### BERBERIS - Barberry

**RED LEAF BARBERRY** (*Atropurpurea*). A shrub of medium height, with bronze-red foliage. An exact reproduction of the Japan Barberry in leaf and fruit formation. The scarlet berries persist throughout the winter. A valuable plant to give color in landscape work. Needs sunny exposure to retain the red leaf.

**THUNBERG'S BARBERRY** (Japanese). 2 to 3 feet. Of low, spreading growth, forming a dense bush. The twiggy branches are covered with brilliant scarlet berries. The foliage takes a splendid autumn coloring of gold and scarlet. This variety is immune from disease and does not carry rust to wheat. Very good for low hedge.

**TRUEHEDGE COLUMNBERRY** (*Thunbergi erecta*). An upright growing form of Barberry. It makes a true, straight and narrow upright hedge in much less time than the well-known Japanese Barberry. The first trimming after planting gives a finished hedge appearance. Even untrimmed it will make a dense upright hedge.

### BUCKTHORN - *Rhamnus*

**COMMON BUCKTHORN** (*Cathartica*). Has a very good dark green foliage throughout the season. White, inconspicuous flowers in June. Branches are thorny. A good hedge for central and northern Wisconsin, where hardiness and thriftiness are essential. Trims well at 3 to 6 feet.

**GLOSSY BUCKTHORN** (*Frangula*). A shrub similar to the common Buckthorn, but grows somewhat slower.

### BUFFALO BERRY - *Shepherdia*

**ARGENTEA.** A silver-leaved shrub growing to 12 feet. Much like the Russian Olive. Very hardy. Branches are spiny or thorny when young. Yellow, inconspicuous flowers in May followed by grayish berries. Used for color contrast in mass plantings.

### CARAGANA

**ARBORESCENS** (Siberian Pea Tree). A tall shrub or small tree, with clusters of small yellow flowers in June. It is an ideal hedge for the North, as it is a strong, thrifty grower, and can be sheared at any height. Does well in dry and sandy soils.



# "250,000 Hardy Ornamental Shrubs"



## CORNUS - Dogwood

Splendid Material for Winter Effects—and so Desirable in Mass Plantings

Hardy and vigorous shrubs, thriving in moist, fertile soils. In addition to the showy flowers and fruits, which characterize most of the species, they are very attractive in winter on account of the brilliant colors of the bark of the young shoots and twigs.

**BAILEY'S.** A very handsome variety of upright growth with dark red branches. The fall color of foliage and winter color of twigs are unequalled. Well adapted for sandy soil.

**PANICULATA** (Gray Dogwood). Gray-stemmed Dogwood, thickly branched, round headed with a protusion of creamy white flowers in June followed by white fruits borne on bright red stems. The leaves turn red in fall. Grows 4 to 5 feet. Adapted to dry and sandy soils.

**SIBERIAN DOGWOOD** (Alba). Red-branched. Showy blood-red branches make this one of the most interesting plants for the wintertime landscape. In summer it has a good foliage. White flowers in June followed by white berries in September. A good shrub for backgrounds or mass plantings. 5 to 6 feet.

**STOLONIFERA.** 6 to 10 feet. A hardy shrub with bright red branches in winter. Fragrant clusters of white flowers in June followed by white berries.

**VARIEGATED LEAVED** (Elegantissima var.). 4 to 5 feet. This variety of the well known Red Dogwood has silver margined leaves, which render it a very showy shrub.

**YELLOW DOGWOOD** (Lutea var. flaviramea). Bright yellow bark in winter; particularly effective planted with the red-branched Dogwood.



*Cornus Sibirica (Red Twig Dogwood)*



*Cotoneaster Hedge*

## COTONEASTER

**ACUTIFOLIA.** 4 to 5 feet. A dense growing shrub with dark green, glossy, oval leaves. The best hedge plant for the Northwest. Perfectly hardy and resembles privet. It is the coming hedge plant where privet is not hardy.

**WILSONI.** A reasonably hardy Cotoneaster, with foliage similar to the Acutifolia, but more spreading in habit.

## DEUTZIA

**LEMOINE.** This variety is dwarf, attaining a height of 3 to 4 feet. It has spreading branches, bright green leaves, and handsome large white flowers in clusters in June.

**PRIDE OF ROCHESTER.** 6 to 8 feet. Blooms in May. Flowers double, white, tinged with rose on the outside. In some localities should be given winter protection.

## ELDER - Sambucus

**CANADENSIS** (American Elder). A large shrub with ornamental foliage. White flowers borne in large panicles in June, followed by reddish purple lasting berries.

**CUT-LEAF ELDER.** One of the best cut-leaved shrubs. A valuable variety with elegantly divided leaves. Height 4 to 6 feet.

**GOLDEN ELDER.** The golden yellow beauty of its foliage contrasts with the green of other shrubs; large flat, white flowers. A handsome shrub for contrast or massing. 6 to 8 feet.

## ELAEAGNUS - Oleaster

**RUSSIAN OLIVE** (Angustifolia). A very artistic, tall-growing shrub or small tree. Splendid for specimen planting or to accent shrubbery groups. Its beautiful silvery gray foliage makes a most delightful contrast with the green of surrounding shrubs and trees. The flowers are small, yellow, and fragrant, and blossom in June. Hardy. Fine for screens 10 to 15 feet.

## EUONYMUS - Burning Bush

(Strawberry or Spindle Tree)

**ALATUS** (Winged Cork-Barked Euonymus). In autumn the oval, bright green leaves of this shrub fade to gorgeous tones of red and crimson. Throughout the year its branches are covered with corky wings or projections from the bark. Splendid for specimen planting. Grows 4 to 6 feet.

**EUROPÆUS** (European Burning Bush). Shrub or small tree; fruit dull red with orange seeds. Leaves remain green very late in fall.

**ATROPURPUREUS** (Burning Bush-Wahoo). 6 to 10 feet. Tall growing native shrub with large leaves. Its most attractive feature is the abundance of bright red berries that are carried well into the winter.

## FORSYTHIA - Golden Bell

In all its Golden Splendor Gives Early Spring a Royal Welcome

The Forsythias are among the very earliest shrubs to bloom, and before the snow is completely gone they give signs of awakening life. They are strong, vigorous shrubs with many branches, which become clothed with beautiful, bright golden yellow flowers before the leaves appear.

**FORTUNE'S** (Fortunei). A handsome form, with slightly drooping branches. Flowers golden yellow. A shrub 5 to 7 feet tall.

**INTERMEDIA.** Flowers bright golden yellow; foliage glossy green; the hardest form of the family. 7 to 10 feet tall.

**SUSPENS.** Long, slender, curving branches. May well be called Weeping Forsythia. Fine for covering rocks and slopes.

## HONEYSUCKLE - Lonicera

VIGOROUS — HARDY — BEAUTIFUL

For Screen Hedges and Background Planting, You Cannot Find Better Plants Than These

This is one of the most useful of all tall growing, upright shrubs, being indispensable for background work, while a hedge of Honeysuckle makes as fine and pretty a screen as you could wish. It grows very rapidly, easily gaining a height of 8 to 10 feet at maturity when untrimmed, but can be kept trimmed to any height desired. About the time of Decoration Day it is covered with beautiful flower buds which open fully in a few days. Foliage luxuriant and bright green. Its chief claim, though, is its wealth of orange and red berries, which so beautifully cover the plant in the summer. It is entirely hardy, growing well in almost any kind of soil, sand, loam, or clay. Does well in shade or sun.

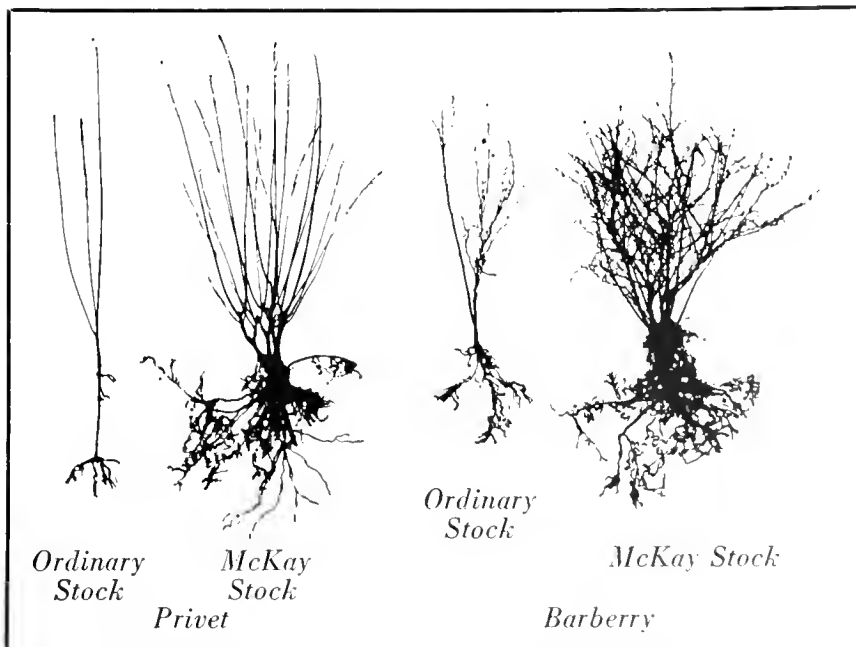
**BELLA ALBIDA** (White Bell Honeysuckle). A handsome hybrid of strong growth with white flowers.

**PINK TARTARIAN.** Pink flowers.

**RED TARTARIAN.** Red flowers.

**WHITE TARTARIAN.** White flowers.

**MORROWI** (Morrow's Honeysuckle). Grows 4 to 6 feet. A splendid shrub with somewhat spreading or horizontal branches. It has creamy white flowers in May and June followed by a multitude of orange colored berries in August. A hardy shrub suitable for dry upland situations, poor soils, and shady places.



Nursery Stock That Doesn't Grow is Expensive at Any Price.



*Hydrangea Paniculata Grandiflora*

## HYDRANGEA

Gorgeous Summer and Fall Blooming  
Hydrangeas are Showy Favorites for the  
Landscape

Grand, free-flowering shrubs with large panicles of showy flowers. They are admirably adapted for border planting, either as specimen plants or masses. A moist, fertile soil is best adapted to their requirements.

**BUSH HYDRANGEA, PEE GEE** (*Paniculata Grandiflora*). A magnificent landscape shrub, and exceedingly popular. From August until late autumn, the shapely plant is loaded with large, globe-shaped blooms, at first white, turning to a delicate tinge of pink at the first frost, then light bronze, lasting for several months. Very hardy, liking best a moist, sunny location; in beds or masses they make a glorious picture, while in foundation groups they are superb. 3 to 5 feet at maturity.

## LILAC - Syringa

Without the Beauty and Fragrance of the Lilacs Springtime Would be Robbed of Half its Charm

**COMMON PURPLE** (*Vulgaris*). Easily the favorite of the old-time flowers, and because of their hardy, dependable nature and their exquisite blooms, they will always be popular. Grows 8 to 10 feet.

**COMMON WHITE** (*Alba*). White-flowering form of the above.

**CHINESE (J. Hers)**. It is the dwarfest of all Lilacs in that it only grows 3 to 4 feet high, with about the same spread, with a graceful, drooping habit. Like the Persian Lilac, its leaves are much smaller than those of the common Lilacs. The flowers are a reddish purple color, fading to pale lavender. It blooms very heavily in June, with intermittent flowers during the summer.

**PERSIAN** (*Persica*). A distinct variety from the common Lilac in that it has smaller leaves and slender, upright branches. It grows 6 to 8 feet. The pinkish lavender flowers are borne in large, loose panicles, often a foot long. Usually in full bloom for Decoration Day. A very graceful shrub.

**VILLOSA** (*Late Lilac*). Stout, warty branches carried almost upright, and dull green leaves give this variety a distinctive appearance. The pinkish flowers are borne in broad panicles 3 to 6 inches long. Two weeks later than other Lilacs.

**ARBORESCENS GRANDIFLORA** (*Hills of Snow*). Quite similar in appearance to a low-growing snowball, as it produces large clusters of white blooms. Especially adapted for border plantings, and if placed in large masses it produces a literal sea of bloom in late summer and early fall. The bright green leaves add much to its decorative form. Prefers a moist fertile soil, with full or partial exposure to the sun. It will even make good growth in complete shade.

**TREE HYDRANGEA, PEE GEE** (*Paniculata Grandiflora*). A small, 5 to 6 ft. tree form of the *Paniculata*.

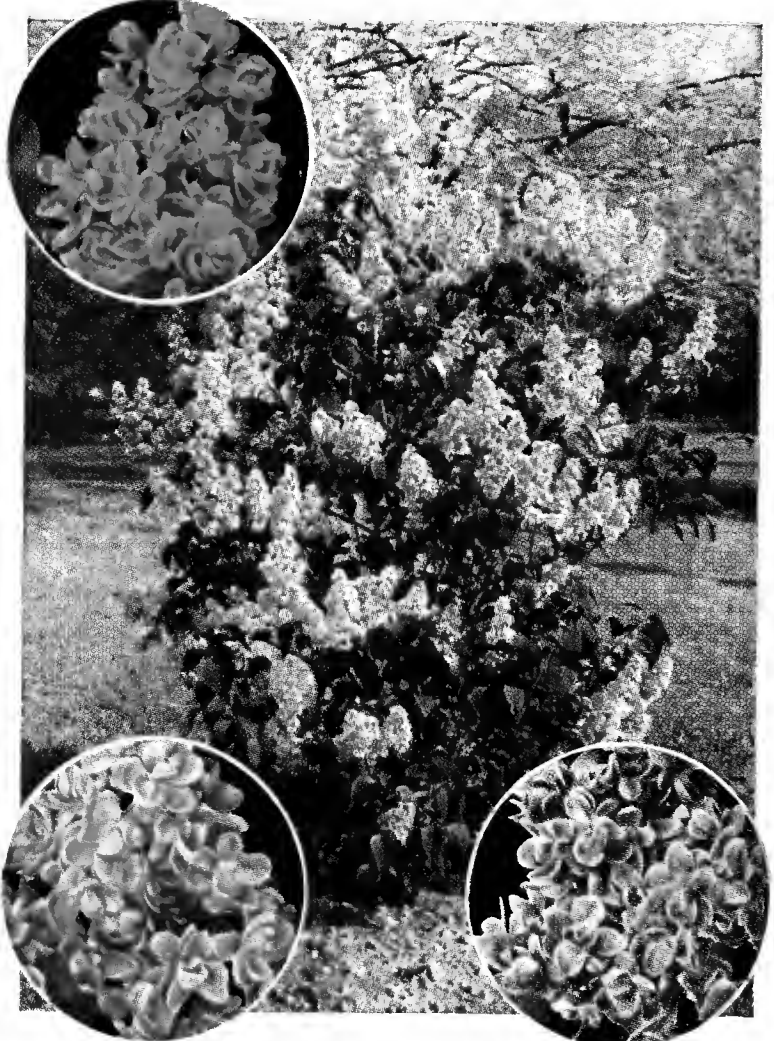
## ILEX - Holly

**VERTICILLATA** (*Common Winterberry*). Will grow in swampy ground. In fall and winter the brilliant scarlet berries are valuable, attracting birds and being fine for interior decorations. 6 feet high.

## Our Choice French Lilacs

The named sorts are much superior to the old type of Common Purple and White, and they bloom when plants are much younger. The blooms are extremely large, most of them double, colors varied and beautiful, and with a fragrance more delightful even than you will find in the old-fashioned Lilac. Grows 6 to 8 feet.

**BELLE DE NANCY**. Large, double flowers of a charming pinkish tint.



*French Grafted Lilacs*

**CHAS. JOLY**. A gorgeous reddish purple; large double blooms.

**CHAS X**. Reddish purple buds changing to mauve in full bloom. Huge, lovely single flowers.

**HUGO KOSTER**. Huge panicles of large, single lavender-pink blossoms. A prolific bloomer.

**JEAN MACE**. Double bluish mauve.

**KATHERINE HAVEMEYER**. Large, double metallic-blue flowers, flushed with mauve.

**LUDWIG SPAETH**. Long, pointed clusters of rich magenta-purple, single blooms.

**MME. LEMOINE**. Long racemes of double, white flowers, lasting longer than the single sorts.

**MME. CASIMIR PERIER**. White flowers in large, graceful panicles. A profuse bloomer. Double. Plant dwarf.

**MARIE LEGRAND**. Single white flowers in large, full clusters. A favorite.

**MICHEL BUCHNER**. Exquisite pink-lilac buds merging into blue-lilac when fully open. Extremely large trusses; double.

**MISS ELLEN WILLMOTT**. A new double white of much merit.

**MRS. FLORENT STEPMAN**. Single white.

**PRESIDENT GREVY**. Large, beautiful bluish lavender flower panicles. Double.



*Hydrangea Arborescens*



## PHILADELPHUS - Syringa

Their Waxy White Blooms of Delicious Fragrance are a Joy to Every Planter

Also known as Mock Orange. Of vigorous habit, very hardy, with large, handsome foliage; beautiful white flowers, with the fragrance of orange blossoms, produced in June. They merit a place in every collection of shrubbery.

**AUREUS** (Golden Syringa). 3 to 5 feet. A compact shrub with bright yellow foliage which retains its color well throughout the season. Very effective in groupings as a contrast to the darker foliage of others.

**BOUQUET BLANC.** This variety forms an upright, shapely bush with dark foliage. Flowers come in clusters, are large, pure white, and quite double, very sweet scented. Hardy and a dependable bloomer. 5 to 6 feet.

**CORONARIUS** (Sweet Syringa). 8 to 12 feet. June. The old and well known Mock Orange. A graceful, upright bush with long branches. In June completely covered with showy, pure white flowers of the most delightful fragrance.

**GRANDIFLORA** (Large Flowered Syringa). 8 to 12 feet. June. Very showy, large flowers, usually borne in threes. Scentless. It is of rapid growth with reddish bark.

**LEMOINE.** A small shrub rarely attaining a height of more than 4 feet. Branches slender, and bearing a profusion of flowers in June.

**VIRGINAL.** A magnificent new variety. The bush grows moderately tall, with good foliage and compact habit. The flowers are the largest, handsomest, and most sweetly fragrant of any variety, with longest blooming season. Grows 6 to 8 feet. One of the best of the Philadelphia.



## PHYSOCARPUS

**OPULIFOLIA** (Ninebark)

**OPULIFOLIA NANA**

See Spirea Opulifolia on page 12.



*Privet, Amoor River North*

## PRIVET - Ligustrum

It is as a hedge plant that Privet is pre-eminent. It is more largely used than all other hedging plants together. Privet hedge can be kept at any height, low or tall, and a regular shearing will preserve a perfectly even surface.

*A single row of plants will make a good hedge; a fuller and more compact one can be made by planting two rows zig-zag with the plants at apexes of say 9-inch triangles. When set out the plants should be cut back to a few inches. The next spring they can be cut back to six or eight inches. This repeated will form a dense and widely branching growth. In severe winters the tops may kill back in this latitude but soon recover.*

**AMoor RIVER NORTH PRIVET.** The hardiest of the Privets and is the best of the hedging plants. Hardy foliage, glossy green and holds its color well into the fall. Recommended for Southern Wisconsin.

**REGEL'S PRIVET.** A low, dense growing shrub 3 to 4 feet in height, with graceful horizontal branches. It has small flowers which are followed by beautiful blue berries which last throughout the winter. It is hardy and an admirable shrub for most every purpose.

*Left—  
Philadelphus,  
Virginal*

## PRUNUS - Flowering Plum

The Prunus as a class are hardy, blossom early in the spring, and adapt themselves to various soils, including dry and sandy locations.

**ROSE TREE OF CHINA** (Double Flowering Plum) (Triloba). A medium sized shrub 4 to 6 feet high, whose thickly set branches are covered with double pink flowers in May. It blossoms before the leaves appear and is one of the first shrubs to bloom in the spring.

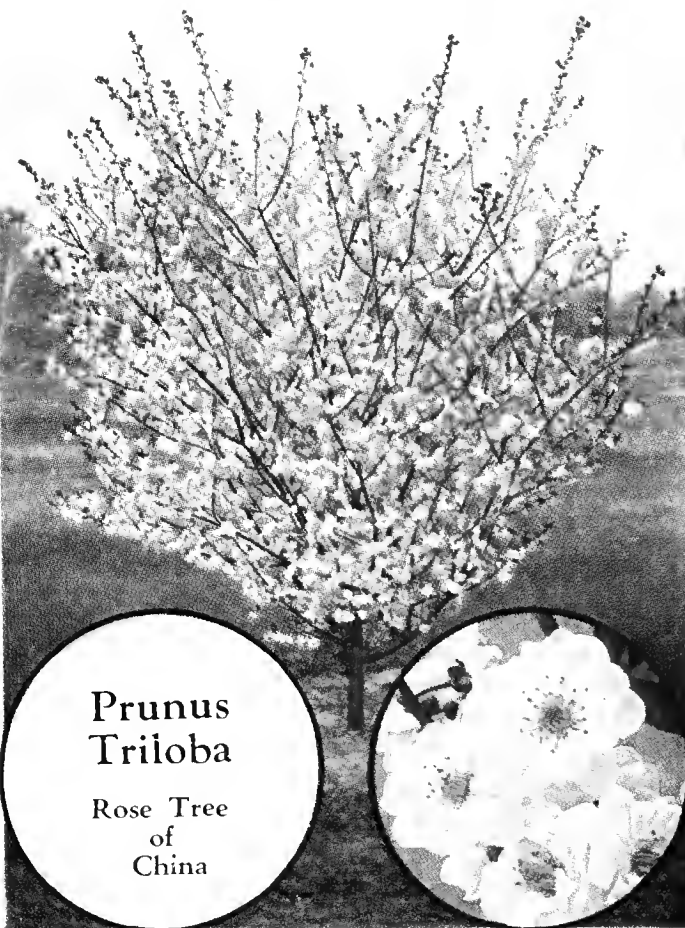
**NANKING CHERRY** (Tomentosa). 4 to 5 feet. It blooms at the end of April, each joint producing a flower, pink in the bud, but white when open. The fruit is large, red, and highly decorative and edible. Among the first shrubs to blossom in the spring.

**KOREAN CHERRY** (Japanica). A new shrub which produces edible fruit of good quality

and nearly as large as Early Richmond Cherry. Korean Cherry grows 3 to 5 feet high, has good foliage and can be used as an ornamental shrub.

**MINNESOTA PURPLE PLUM.** 6 to 8 feet. another hardy type of red leafed plum. Although not as large a grower as the Newport, its foliage is redder. A valuable new variety. Plant in full sunlight.

**PURPLE-LEAVED PLUM** (Newport). 8 to 10 feet. A small tree or shrub. The foliage and young shoots are of a rich reddish purple, which they retain throughout the season. Perfectly hardy.

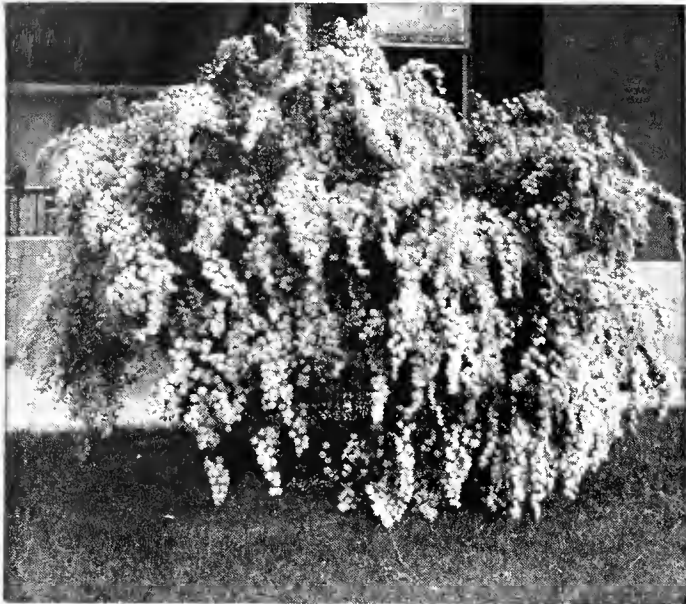


**Prunus  
Triloba**

**Rose Tree  
of  
China**



# McKay Nursery Company



*Spirea Van Houttei*

## QUINCE - Cydonia Japonica

Japan Quince has double orange-scarlet flowers in early spring, before the foliage. Needs winter protection. Four to six feet.

## RHODOTYPOS - Jetbead

Sometimes called White Kerria. Showy white flowers in May, followed by jet black fruits that last all winter. Three to five feet.

## RIBES - Alpine Currant

This is a dwarf, compact and dense shrub, growing three to four feet high. Alpine Currant leaves out in early spring. Inconspicuous yellow flower in June. Excellent for hedges, either trimmed or untrimmed. Does well in shade, and in poor and sandy soils.

## RHUS - Sumac

Luxuriant foliage of a tropical effect. Splendid for fall color in the landscape. Grow well in almost all soils.

**SMOOTH.** An improved type of the common or wild Sumac. Six to eight feet.

**STAGHORN.** A taller growing and more tropical looking form of the above. Eight to ten feet.

**CUT LEAVED.** A cut-leaved or fern-leaved variety of the common Sumac.

**FRAGRANT.** A shrub type of Sumac—unlike other varieties—in that it has many branches coming up from the ground like ordinary shrubs. Has sweetly scented foliage, turning red in fall. A dwarf shrub, of a semi-spreading habit. Three to five feet. Very good in native planting shrub borders and in poor soils.

## SPIREA

The Most Widely Planted Shrubs in the Universe

This family of shrubs furnishes a variety of form, size, color of foliage and blossoms, and times of blossoming. They bloom with a riotous luxuriance that makes them very striking and beautiful. All the varieties are extremely hardy and easy to grow in almost any soil or situation.

**ANTHONY WATERER.** (A variety of Bumalda.) Grows to a height of two to three feet. Has red flowers in July in showy flat clusters, borne on strong, erect stems. If the blossoms are cut as they fade, Anthony Waterer will continue to blossom until frost. It is fine in front of larger shrubbery and is very hardy, and will succeed in any soil. A very profuse bloomer.

**ARGUTA** (Garland Flower). In early May its branches are completely covered with small white flowers. Bush is of a light open habit with small leaves. Three to four feet.

**BILLIARDI.** Long plumes of soft pink bloom cover the plant in July and August. The bush itself grows compact and shapely four to five feet high. It is very fine in the border. Will grow almost anywhere.

**FROEBEL'S.** Pink flowers. This variety is quite similar to Spirea Anthony Waterer but just a little more vigorous and slightly taller growing. An excellent kind to use for foundation plantings and for setting ahead of taller growing shrubs. Ultimate height 3 feet.

**KOREAN** (Spirea Trichocarpa). It is strong growing, attaining a height of four to six feet, forming a large, globe-shaped bush which is covered with large rounded clusters of snowy white flowers marked with darker eyes. Blooms about two weeks later than the popular Spirea Van Houttei. It is perfectly hardy. It retains its beautiful glossy green foliage late into the autumn.

**OPULIFOLIA** (Ninebark Physocarpus). It bears large clusters of white flowers soon after the Bridal Wreath season. These are followed by reddish seed pods, which are very ornamental later in the summer. The bark peels in narrow strips like the birch bark. Use in mass plantings for screens and back-grounds. Grows five to eight feet.

**OPULIFOLIA NANA** (Dwarf Ninebark). A dwarf form of the ordinary Ninebark, growing 3 to 5 feet high. A compact, bushy shrub, makes excellent hedges.

**SORBIFOLIA.** Sometimes called Ash-Leaved Spirea for its handsome, fern-like foliage is quite similar to that of the Mountain Ash. In June and July the vigorous, branching bush is covered with lovely feathery panicles of creamy white blooms. In bloom or out, it is always attractive. Four to six feet.

**THUNBERG'S** (S. Thunbergii). Dwarf habit and rounded graceful forms; branches slender and drooping; flowers white and borne the entire length of the twigs; foliage narrow and long.

**VAN HOUTTEI.** Bridal Wreath, as it is commonly called, is undoubtedly the most popular shrub we have. About Decoration Day the bush is a perfect mass of white flowers, carried on long graceful drooping branches. It is a favorite shrub the country over—so hardy, so easy to grow, answering so many purposes. Used for foundation plantings, borders, or as trimmed or untrimmed hedges it meets every purpose. Its foliage is attractive all through the season. Grows four to six feet high.

## PROMINENT MADISON DAIRY PLANTS McKAY STOCK

January 20th, 1939.

McKay Nursery Company,  
Madison, Wisconsin.

Gentlemen: We consider the landscape program outlined by the McKay Nursery Company for the beautifying of the grounds of our farm dairy one of the best investments we have made.

While it may seem a bit removed, there is no doubt about the fact that this development has actually helped our business. During a period of six months we devoted much of our advertising to the beauty of our grounds on the theory that people are human and that they like beautiful things. As a result, hundreds of city people have visited us who would not have called otherwise.

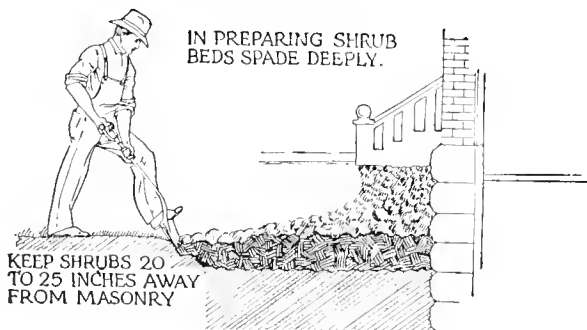
Needless to say, the great variety of nursery stock we purchased from the McKay Nursery Company has more than lived up to our expectations.

Yours very truly,

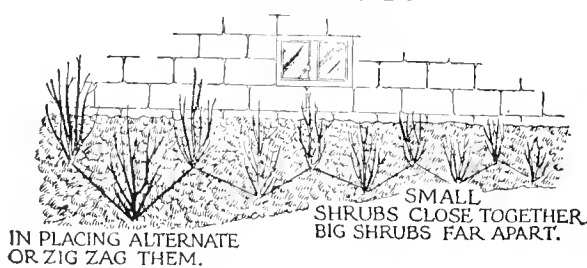
BOWMAN FARM DAIRY

By Duane F. Bowman

## How to Plant Shrubs



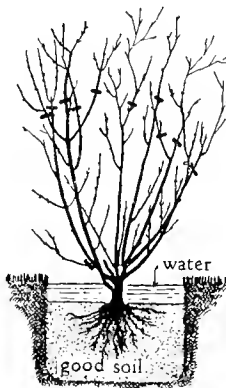
SPACING SHRUBS



PLANT THREE OR MORE OF A KIND TOGETHER.

### PLANTING DISTANCES

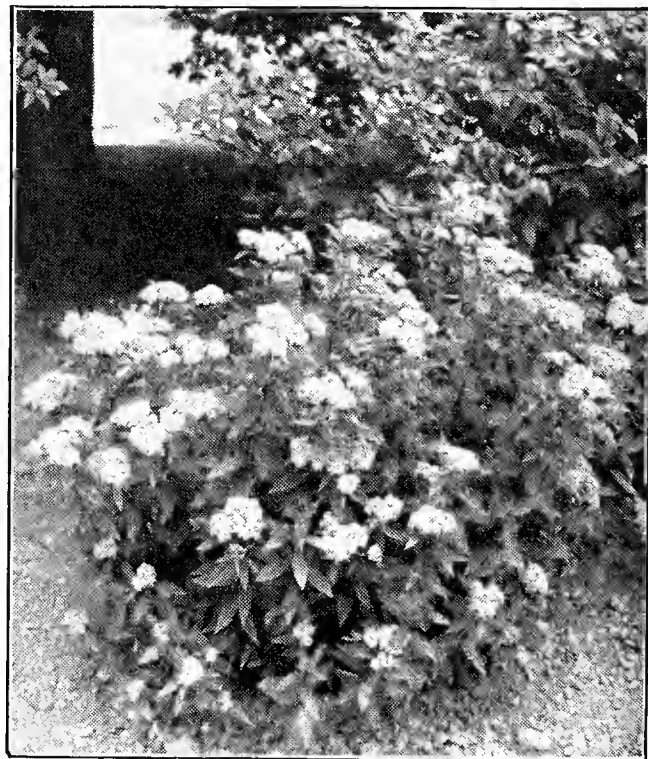
Low shrubs	.....	1½ to 2½ feet apart
Medium shrubs	.....	3 to 4 feet apart
High shrubs	.....	4 to 6 feet apart



### PLANTING SHRUBS

1. **PLANT:** Firmly, in large holes, with roots spread out in good rich soil (from garden if necessary).
2. **WATER:** Soak hole with water several times before filling in soil completely.
3. **PRUNING:** Cut off at least one-third of tops, as shown in diagram.
4. **MULCH:** Use hay, straw or leaves.

Note: We furnish complete instructions for planting, pruning, and care of plants with every order.



*Spirea Anthony Waterer*





White Snowberries

**SNOWBERRY**

(Symphoricarpos)

Their Clustered Berries are a Delightful Part of the Fall Landscape

**SNOWBERRY** (Racemosus). Tiny rose-colored flowers in June and July, followed by large, clustered, milk-white fruits which are so attractive and which remain far into winter. The bush itself is compact in form, semi-dwarf in habit, and grows well in shade or sunlight. 3 to 4 feet.

**CORALBERRY**

(Indian Currant; Red Snowberry; Vulgaris)

Quite like the White Snowberry except that its fruits are red, and cluster in thick ropes along the weighted-down stems. The foliage is distinct in its fineness, and with the White Snowberry, is very valuable for border planting. Dwarf in form, growing from two to four feet high.



Ordinary Stock

McKay Stock

What a Whale of a Difference a Few Cents Make!

**TAMARIX**

A slender branched shrub with feathery green foliage. It blossoms in July with feathered delicate sprays of pink flowers. Since the tops are apt to kill back some during the winter it is well to cut the bush back in the spring to two or three feet above the ground. Thereafter it will make a rapid growth and will blossom beautifully. Does well in sandy and poor soils.

**AMURENSE.** A variety with a light green foliage and pink flowers.

**HISPIDA.** A variety with bluish green foliage and carmine-pink flowers.

**VIBURNUM - Snowball**

Unsurpassed Fall Color—Sturdy, Dependable, and Beautiful

This is a showy group of shrubs that grow from six to ten feet high. They have lavish flat-topped white flowers in June, followed by colorful berries in the late summer and fall; these usually persist through the winter. In the fall the foliage takes on all the autumn hues of our native landscape, making them valuable for their fall color. Ideal for mass planting. They do well in shade and are perfectly hardy. Prefer a loam or clay soil.

**AMERICAN HIGH BUSH CRANBERRY** (Americanum). Large bunches of shiny scarlet berries in the fall and winter are a distinguishing feature and are particularly ornamental. The foliage also changes to a beautiful red in the fall. In June the bright green foliage sets off so well the flat white flowers. A fine tall shrub for landscape use, of open habit, growing seven to ten feet high.

**EUROPEAN HIGH BUSH CRANBERRY** (Opulus). The well-known Cranberry Bush of old gardens. A more compact shrub but very subject to aphid infections; otherwise, like the American High Bush Cranberry.

**CARLESI** (Fragrant Viburnum). Clusters of clove-scented flowers in May; rose-pink in bud, opening up into a more delicate pink and paling to white. Its sweetness makes it a delight in any garden. Makes broad round shrub of three to four feet. A fine new shrub. Not hardy in northern Wisconsin.

**DENTATUM** (Arrowwood). Flat white flowers in June, followed by blue-black berries in the fall. Brilliant autumn coloring of the foliage. A bushy upright shrub of 8 to 10 feet.

**LANTANA** (Wayfaring Tree). Handsome dark green wrinkled leaves, white flowers. Berries red in August, turning blue-black in fall. Retains its foliage late, with good fall color. Grows eight to ten feet. Does well in shade and reasonably well in dry and poor soils.

**LENTAGO** (Nannyberry; Sheepberry). Glossy green leaves with gorgeous fall color. Fragrant white flowers. Black berries for the winter. Nine to twelve feet.

**MOLLE.** Similar in foliage, flower and fruit to Dentatum, except it does not get so large. Six to eight feet.

**PUBESCENS** (Downy Viburnum). A dwarf variety, similar in flower and fruit to Dentatum, but only grows four to six feet high. Bushy, with slender upright branches, and smaller leaves.

**SNOWBALL** (Common). The old-fashioned Snowball. Its large balls of white flowers are usually out for Decoration Day. Six to eight feet.

**VILLAGE OF NEW GLARUS**

New Glarus, Wis.

December, 7, 1938

McKay Nursery Company  
Madison, Wisconsin  
Gentlemen:

Enclosed please find check in the amount of \$549.40 in full payment of the trees and shrubs purchased by the village for their new park together with the writer's personal check in the amount of \$11.15 in payment of the six Norway Maples and wrapping paper.

Kindly send us information in regard to pruning evergreens—how and when to prune them.

May I state at this time that our Village Board is very satisfied with the nursery stock you sold us for our new park. Straw has been placed around the base of the trees and the maples have been wrapped with the paper you sent, so you see that every instruction and precaution you gave us has been carefully fulfilled.

Thank you for the fine service you have given us and also the quality of merchandise.

With best wishes for the Holiday Season, I am

Very truly yours,

ELMER P. FIGI, Village Clerk.



Viburnum Dentatum

**WEIGELA - Diervilla**

**ROSEA.** A beautiful shrub, with showy, trumpet-shaped flowers of rose-pink, blooming in June and July. Of medium height with arching branches. It makes a broad bushy plant, with good foliage. Not completely hardy and does best if wrapped or protected for the winter. Four to six feet.

**EVA RATHKE.** Flowers brilliant crimson, from June to August. Not hardy; needs winter protection.

**VARIEGATA.** The green leaves are striped or edged with a white border. Flowers pale pink, almost white. Two to three feet. Needs winter protection.

**WITCH-HAZEL - Hamamelis**

**VIRGINIANA.** A native shrub growing seven to ten feet high, somewhat slow growing. It has small yellow flowers in October. Prefers shade or wet soils.



## McKay Nursery Company

Low Growing Shrubs	Time to Bloom	Color of Flower, Etc.	Shade or Sun	Landscape Value	Hardiness (See below)	Remarks	
Spirea A. Waterer	June-July	Pink	Sun	Foundation planting, hedge or border	H	Very good garden shrub. Red berries all winter. Red berries all winter.	
Barberry, Red Leaf	May	Small, yellow	Sun		H		
Barberry, Thunbergi	May	Small, yellow	Either		VH		
Spirea Froebeli	June	Pale pink	Either		VH		
Hydrangea Arborescens	June-July	Large, white	Either	Foundation planting or border	VH	Very good all-purpose landscape shrubs. Adds summer color to border. Flowers before leaves. Fine texture foliage. White waxy berries for winter.	
Hydrangea P. G.	September	Pinkish white	Sun		VH		
Rose, Grootendorst	All summer	Red (cluster)	Sun		H		
Almond	Early May	Dbl. pink, white	Sun		SH		
Spirea Arguta	May	Small white	Sun		SH		
Snowberry	June-Aug.	Small pink	Shade		VH		
Alpine Currant		Inconspicuous	Shade	Hedge or border	VH	Grows in poorest soils.	
Cotoneaster	May	Inconspicuous white	Either	Trimmed hedge	VH	Use where Privet is not hardy. A popular hedge.	
Privet, Amoor River North	July		Either		SH		
Privet, Regel's	July		Either	SH	Foundation, border	SH	Blue berries for winter.
Rose Setigera	July		Pink (single)	Sun	Mass or border	H	For naturalistic plantings.
Beauty Bush	May-June	Pink	Sun	Foundation, border	H	Very colorful in bloom.	
<b>Medium Height Growing Shrubs</b>							
Philadelphus aureus	June	White	Sun	Border	H	Yellow foliage.	
Philadelphus, Lemoine	June	White	Either	Foundation, border	VH	Slightly fragrant flowers.	
Rose, Hansa	June-Aug.	Dbl. deep red	Sun	Foundation, hedge, Mass or border	VH	Good landscape plants; disease resistant; cut back in spring.	
Rosa Rugosa	June-July	Sgl. pink, white	Sun		VH		
Spirea Billiardi	July	Pink (spikes)	Sun	Border	VH	Yellow foliage.	
Spirea aurea	June	White	Sun	Border	VH		
Euonymus alatus		Berries for winter	Either	Foundation, mass, specimen, border	VH	Foliage turns red in fall.	
Spirea Van Houttei	May-June	White sprays	Either		VH	Graceful, arching shrub.	
Weigela rosea	June-July	Pink	Either	Mass or border	SH	Beautiful shrub.	
Rosa Hugonis	June	Golden yellow	Sun	Border, mass, foundation or specimen	H	Colorful in bloom. Wet acid soils.	
Ilex verticillata		Red berries for winter	Sun		VH		
Prunus triloba	May	Dbl. pink	Sun		H	Blossoms before leaves come.	
Honeysuckle, Morrowi	June	Small yellow	Either	Foundation, mass, background or border	VH	Good foliage plant. Branches color toward spring.	
Dogwoods	June	White	Either		VH		
Spirea opulifolia	June	White	Either		VH	Very fragrant flower.	
Viburnum Carlesi	May-June	Pinkish white	Sun	Foundation, border	H		
<b>High Growing Shrubs</b>							
Viburnum, Other Varieties	June	White	Either	Background or border	VH	Colored fruits for winter.	
Forsythias	May	Yellow	Sun	Border	SH	Flowers before leaves.	
Lilacs, French	June	Various colors	Sun	Specimen, screen, foundation or background	VH	Fragrant, old-fashioned shrubs.	
Lilac, Persian	June	Lavender	Sun				
Lilac, Villosa	July	Pale pink	Sun	Screen or bkgd. Screen, bkgd. or foundation			
Lilac, Common	June	Lavender, white	Either				
Philadelphus, Virginal	June-Sept.	White (fragrant)	Sun				
Philadelphus, Other Varieties	June	White (fragrant)	Sun				
Elder, Golden	June	White	Sun	Screen, mass or background			
Honeysuckle, Tartarian	May	Red, pink, white	Either				
Honeysuckle, Bella Albida	May	White	Either	Screen, hedge			
Buckthorn		Black berries for winter	Either	Screen, bkgd.			
Russian Olive	June	Small, yellow	Sun				
Aralia spinosa	July	Greenish white	Either	Specimen in gr.			
Juneberry	June	White	Either	Screen, bkgd.			
Sumac		Scarlet foliage in fall	Either	Background			
Prunus, Newport	May	Pink	Sun	Specimen, bkgd.			
Tree of Heaven		Inconspicuous	Either	Specimen in gr.			

### Table of Flowering Shrubs, Their Characteristics

Shrubs listed in order of ultimate growing height, the lowest growers at top, progressing to the high growing ones at bottom.

The above shrub table, with the accompanying landscape plan of an average small city lot, will make it very easy to plan your own landscape planting.

The plan shown to the right is an effective planting made up of high, medium and low growing shrubs. The taller shrubs for screening, backgrounds, hiding undesirable objects, or for emphasis about the house. The medium sized shrubs help to give an irregular naturalistic appearance to the top line of the border planting. Used about the house they enhance its architecture and hide its defects. The low growers finish off the general appearance of the property by blending the foliage of the taller shrubs into the green grass of the lawn. Likewise, they finish off the foundation planting and the edges of the lawn.

The shrub table presented above will help you to select the most appropriate shrubs to carry out the above idea. It gives the time and color of bloom, whether they grow best in sun or shade, general use and other characteristics.

A well-chosen list of perennials selected from the perennial table presented on page 35 will give you an array of color and bloom from spring until fall.

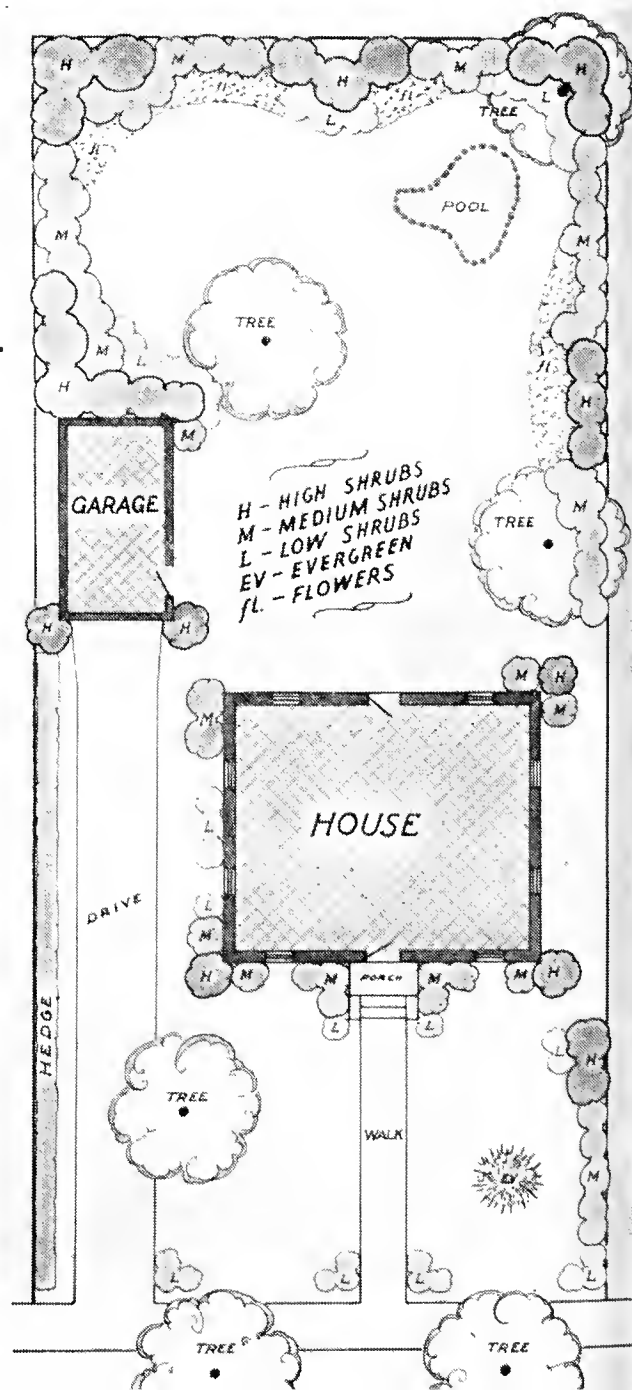
#### HARDINESS

VH—Very hardy, anywhere.

H—Hardy in central and southern Wisconsin.

SH—Semi-hardy, for southern Wisconsin only.

The landscape plan of a small city lot, shown at right, and the shrub table above are presented as helpful aids to you in the arrangement of your own planting plans. Study them carefully.





# McKAY'S Stately Shade Trees

The value of shade trees is appreciated universally. They occupy a position of major importance in every landscape plan. Shade trees as an essential permanent investment should be selected with the utmost care. For greatest permanency, choose the hardwood types, although they grow somewhat more slowly. Of course the faster growing soft wood varieties, too, are very desirable and useful, and find a distinct place in every landscaping. They may be used more liberally, interspersed among the hardwood varieties.

## ELM - *Ulmus*

### Stately Trees of Grace and Beauty

**AMERICAN WHITE ELM** (*Americana*). Lg. One of the largely used trees for street planting and as a shade tree for lawns and parks. It is the most characteristic tree of this region and one of the most beautiful. They are hardy and of rapid growth.

**CHINESE ELM**. Lg. A new variety, having much smaller leaves than the common Elm. Its main features are its extreme hardiness, ability to thrive in poor soils and dry locations, and it is a very rapid grower.

## The Famous WASHINGTON ELM

Every school, park and cemetery should have at least one of these trees planted on its grounds.

Probably no tree in the world was or will ever be more well known and revered than the Washington Elm, under whose spreading branches the Father of Our Country took command of the first American army.

The Washington Elm still lives in trees that are its true descendants, for the late Jackson Dawson, noted horticulturist, grafted a branch of the old tree and saved it for posterity. This graft was nurtured by the late Mr. T. D. Hatfield and is now a beautiful large tree growing on the grounds of the Public Library at Wellesley, Mass.

In 1925 William Judd of the Arnold Arboretum grafted four scions from this Washington Elm at Wellesley. These four grafts were sent to Harlan P. Kelsey, a noted horticulturist, for planting and propagation by the late Professor Charles Sprague Sargent, director of the Arnold Arboretum, with the hope that a wide distribution of direct descendants of the Washington Elm would be fostered. One of these trees has since been sent back to the Arnold Arboretum. A second stands before Washington Hall at Phillips-Andover Academy in memory of George Washington. The other two are growing in the Arboretum of Harlan P. Kelsey. From this source, in 1931, we secured five 1-year-old grafts grown from scions of the famous Washington Elm. These valuable little trees were carefully planted in our nurseries at Waterloo, Wisconsin, where they are now growing, and by grafting we have been able to develop a number of trees which we guarantee to be direct descendants of the famous original Washington Elm. These authentic descendants of the famous original Washington Elm are carefully labelled, that posterity may enjoy these living monuments in memory of the Father of Our Country. Each tree is numbered and accompanied by a "certificate of genuineness" signed by the President of the McKay Nursery Company.

## GRAFTED ELMS

American Elms as grown by nature or as grown from seedlings in the nursery rows, develop into trees of extreme variations. To overcome these variations three select types of Elms, namely, the "Vase Elm," "Moline Elm," and "Parkway Elm," have been developed. These types are propagated by grafting from the parent tree, on selected stocks. This insures their uniform growth and development. By planting a street or boulevard with these types of Elms you are assured that they will develop into trees absolutely uniform in shape and size. We recommend them to the particular buyer.

**VASE ELM**. The vase-shaped Elm was named Vase after its characteristic open top or vase shape of branching. The growth is spreading, but still upright, with its top much broader than the center. The Vase Elm should be used on wide streets or where a broad growing tree is desired.



*Chinese Elm*

**MOLINE ELM**. The outstanding characteristic of the Moline Elm is its conical shape and pyramidal growth. Its habit of growth is narrow and upright. It develops very heavy and strong branches. The leaves are dark green, deeply veined, and nearly twice the size of the ordinary Elm leaf. In its young growth the bark is smooth and greenish gray in color. Another good feature of this type is that it is an unusually fast grower. The Moline Elm should be planted on narrow streets, or where spirelike specimen trees are desired on the lawn.

**PARKWAY ELM**. Another grafted variety of much merit. The Parkway Elm is a hardy, beautiful tree of semi-spreading habit. Like the Vase and Moline, a number of these trees planted on the boulevard is a sight to behold. Its foliage is rugged and a beautiful deep green color. It is a rapid grower.



A STREET PLANTING OF GRAFTED ELMS





## ASH - Fraxinus

**ASH, WHITE** (Americana). Lg. The well-known native tree of most graceful shape and habit. Fine for street, lawn, grove and park. Broad round head, somewhat open in growth. Bark of trunk a clean light gray, foliage attractive, turning to yellow and purple in autumn. It is long lived, does not need pruning. Requires good soil and moisture.

## BIRCH - Betula

**AMERICAN WHITE BIRCH** (Populifolia). Med. A graceful tree with silvery bark and slender branches. Quite erect when planted but afterward assumes a charming drooping habit.

**PAPER or CANOE BIRCH** (Papyrifera). Med. This white-barked Birch is wonderfully effective, particularly if planted in or ahead of evergreen groups, rendering it very effective in landscapes and lawns.

**RIVER** (Nigra). Med. Also called Red Birch because of its reddish brown or cinnamon colored bark, which sheds and appears ragged and torn as it peels. Does best in moist, sandy soils.

**WEeping CUT-LEAF BIRCH** (Pendula laciniata). Med. It is a tall, slender tree, yet vigorous in growth. It has an erect central trunk, somewhat pyramidal in shape, with graceful, drooping branches and white bark on all the old wood. Has beautiful lacinated foliage.



*American Linden*

## LOCUST

**HONEY or SWEET LOCUST** (Gleditsia triacanthos). Med. A rapid growing tree with delicate foliage. The greenish white flowers are very fragrant.

**BLACK LOCUST** (Robinia pseudoacacia). Med. A root-suckering type of tree, with a network of roots like Sumac. Excellent for bank covers to keep the soil from washing. Usually planted in a seedling size.

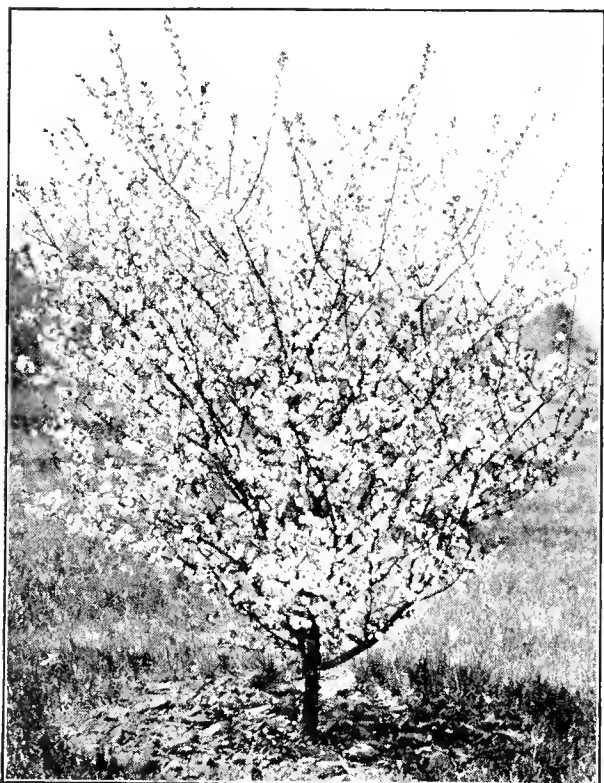
## HORSE-CHESTNUT

(Aesculus)

**EUROPEAN HORSE-CHESTNUT** (Hippocastanum). Med. A beautiful round-headed symmetrical tree, usually seen at its best in June, when it displays its large erect clusters of white flowers, slightly tinged with red. It is best as a lawn tree.

## LINDEN - Basswood; Tilia

**AMERICAN LINDEN, BASSWOOD** (Americana). Lg. A well-known stately tree with large, heart-shaped leaves of a pleasing green color. A vigorous grower of pyramidal habit when young, but eventually a large, round-headed tree. A valuable lawn tree and should be more used for this purpose.



*Bechtel's Flowering Crab*

## CRABS - Flowering; Pyrus

Everyone loves apple blossoms and the Flowering Crabs will supply these blossoms in even greater beauty than the fruiting apple trees. The trees are of dwarf habit so they are well adapted to the home grounds. Flowering Crab blossoms open slowly and last a long time. Use them freely for spring beauty in your landscape. The trees are absolutely hardy.

### JAPANESE VARIETIES (Sm.)

These varieties are literally covered with blossoms in May and are a beautiful sight when in bloom. Because of the smooth texture of the leaves the Japanese varieties are not susceptible to the Cedar Rust and can therefore be planted near Junipers.

**CARMINE CRAB** (Atrosanguinea). A mass of single, crimson blossoms. Fruit, reddish yellow.

**FLORIBUNDA CRAB**. A delicately colored, heavy blooming variety with pink flowers followed by yellow fruits. One of the best.

**RED SILVER CRAB**. Reddish foliage and blood-red blossoms.

**SCHEIDECKER CRAB**. Lovely semi-double shell-pink blossoms. A profuse bloomer. Yellow fruit.

### AMERICAN VARIETIES (Sm.)

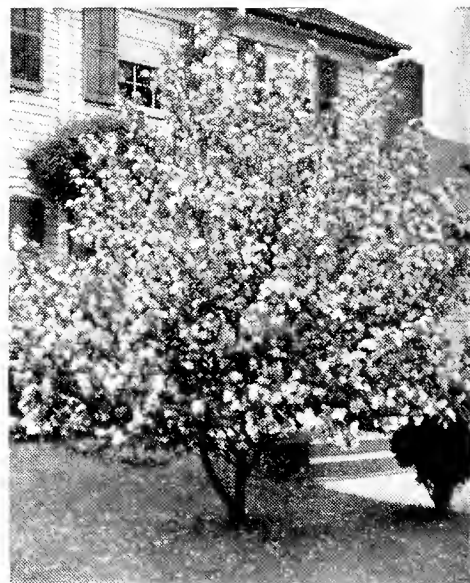
Like the Japanese Flowering Crabs with their beautiful flower displays in May, but are subject to Cedar Rust, therefore should not be planted in the vicinity of Junipers.

**PRAIRIE CRAB** (Ioensis). The well-known Crab we find in our native landscape. Single, deep pink blossoms. Grows fairly large.

**BECHTEL'S DOUBLE FLOWERING** (Ioensis Bechtel). A small tree bearing great quantities of beautiful double pink flowers in May. The flowers resemble small Roses and have a spicy fragrance.

**DOLGO**. A new Crab Apple that gives you a happy combination of good fruit with a shapely tree, beautiful in flower and fruit. The fiery red clusters of fruit are a handsome sight.

**HOPA**. A new red-flowered Crab with dark reddish bark and foliage. Very hardy.



*Floribunda Flowering Crab*

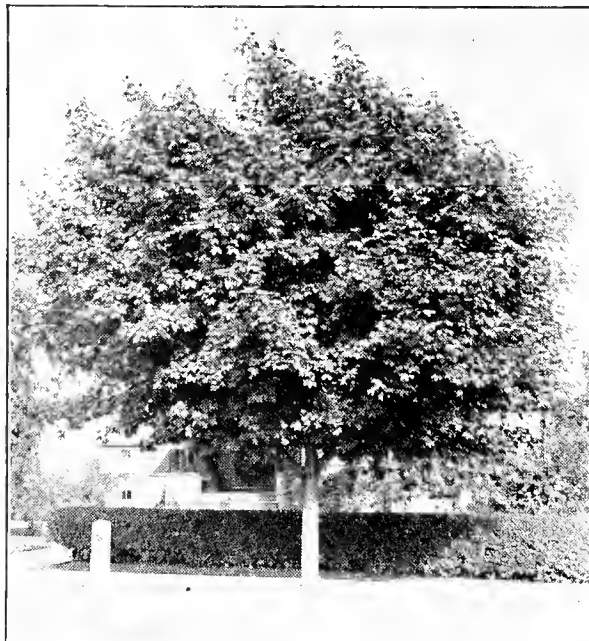
## BUTTERNUT

**BUTTERNUT, WHITE WALNUT** (Juglans cinerea). Lg. Very much resembles the Black Walnut. It is a moisture-loving tree and succeeds best on low, rich soils. A broad, open top tree, with light green, compound foliage and gray bark. Best known for the nuts that it produces.

## CATALPA

**SPECIOSA** (Western). Lg. A rapid growing tree, with large heart-shaped leaves. Large heads of creamy white flowers and long bean pods in the fall are its distinguishing features. Med. to lg.

**BUNGEI** (Globe-Headed Catalpa; Umbrella Tree). Sm. A dwarf tree with a grafted crown, which carries a globe-headed mass of large, heart-shaped leaves, making a round head. Excellent for formal effects; not hardy in Wisconsin.



*Norway Maple*

## MAPLE - Acer

**BOX ELDER** (Ash-Leaved Maple; Negundo). Med. Very hardy and grows in many sections where other trees will not thrive.

**HARD or SUGAR MAPLE** (Saccharum). Lg. A beautiful and stately tree, with a smooth trunk and forming a dense, oval head. The foliage is large and handsome and of a rich, pleasing green, turning to beautiful shades of orange, yellow and red in autumn. It makes a splendid lawn tree. Adapts itself to most soils but a good tree in a stiff, heavy clay.

**NORWAY MAPLE** (Platanoides). Med. Most popular variety of the Maple group, either for the lawn or street planting. It forms a perfect, rounded head, with large, deep green foliage. It is very hardy, easily transplanted, very compact in form and grows medium fast. The leaves turn a golden yellow in the fall.

**SCHWEDLER'S PURPLE MAPLE**. Med. The young shoots and leaves are of a bright purplish and crimson color. They change to a purplish green in the older leaves. A most desirable ornamental tree for the contrast of its foliage. It is similar to the Norway Maple in form and growth.

**SILVER or SOFT MAPLE**. Lg. A magnificent shade and ornamental tree of rapid growth. It is perfectly hardy and will thrive in any soil and in any locality. The leaves are beautifully shaped and have a silvery gleam.

**SKINNER'S CUT-LEAF MAPLE**. Med. A variety of Silver or Soft Maple with finely cut or fern-leaved foliage and graceful drooping branches.



*Mountain Ash*

### MOUNTAIN ASH - Sorbus

A small tree with symmetrical, round-topped crown. In late spring or early summer great clusters of white flowers make the tree very attractive and in the fall are followed by large clusters of orange-red berries. Birds like the fruit.

**AMERICAN MOUNTAIN ASH** (*Americana*). Somewhat open and irregular in growth. Leaves take on a yellow-bronze fall color. Orange berries.

**EUROPEAN MOUNTAIN ASH** (*Aucuparia*). More compact and symmetrical in growth than the American variety. Foliage colors yellow in fall. Orange berries.

### MULBERRY - Morus

**RUSSIAN MULBERRY** (*Tatarica*). Med. As commonly seen it is a low-growing, bushy-topped tree, with small and much lobed leaves, thriving in almost any soil. The sweet, fleshy fruits are a great attraction to birds, and on this account they are planted extensively.

**TEAS' WEEPING MULBERRY** (*Tatarica pendula*). Sm. A beautiful graceful weeping tree, with long, slender, willowy branches, drooping to the ground. The top is grafted on a Russian Mulberry stem about 5 or 6 feet above the ground. It forms a perfect umbrella-shaped head.

### OAK - Quercus

**PIN OAK** (*Quercus palustris*). Lg. This very handsome tree is particularly adapted to lawn and street planting because of its symmetrical pyramidal habit, its rapid growth and fine foliage which turns bright red in the fall.

**RED OAK** (*Rubra*). Lg. A tall, majestic tree, round-topped, with irregular spreading branches and rich foliage which turns to a bronzy red in the fall.

### POPLAR - Aspen; Populus

**BOLLEANA** (*Pyramidal Silver Poplar*). Lg. Very much like the Lombardy Poplar in appearance, having the same narrow pyramidal form. Leaves are glossy green above and silvery white beneath. The trunk bark is smooth and whitish gray while the branches are of a greenish blue tone.

**LOMBARDY** (*Fastigiata*). Lg. A well-known tree characterized by its tall, narrow growth. Light green leaves. Grows rapidly to a height of 40 to 50 feet.

**CAROLINA**. Lg. A horticultural variety of Cottonwoods, with a distinct habit of growth, making a straight, upright, somewhat pyramidal head. It is an extremely fast-growing tree.

### TREE OF HEAVEN - Ailanthus

Peculiar tropical-looking tree, with long sprays of odd pinnate foliage, much like Sumac. Grows upright and spreading. Not very hardy. 10 to 15 feet. Very useful for landscape work.

## Plant Big Trees Save Years of Waiting

You need not wait for results when you plant our large specimen trees. These large trees bring beauty and shade to your yard immediately.

We have hundreds of large trees in various sizes, that can be moved within a reasonable distance of our nursery at Waterloo, Wis.

See these big trees at our nursery and select those that please you. With our modern tree moving equipment and experienced men we guarantee to move them safely.



*Thorn, Coccinea*

### THORN - Crataegus

Sm. The Thorns are among the most beautiful flowering trees. They are generally dense, low growers, occupying comparatively little space and well adapted to beautify small grounds. The foliage is varied and attractive, flowers very showy and often perfumed. The fruit is very attractive and ornamental in autumn.

**COCCINEA** (*Thicket Hawthorn*). A small dense tree with very thorny branches. Brilliant red berries that hang well into the winter. White flowers in May.

**CORDATA** (*Washington Hawthorn*). Somewhat higher growing and more pyramidal in growth. White flowers in June, followed by shining scarlet fruit in the fall, that hang well into the winter. Foliage turns red in autumn.

**CRUS GALLI** (*Cockspur Thorn*). A very distinctive variety, because of its dwarfness, compactness and horizontal branching. It is very thorny, full and bushy. White flowers in June. Red berries that last well into winter. The leaves are very waxy and shiny. Resistant to Cedar Rust from Junipers. Leaves turn orange and red in the fall. Will grow on sandy or gravelly soils.

**PAUL'S DOUBLE SCARLET**. An English Thorn with medium sized, double red flowers. Grows to a small tree. Not very hardy.

### WALNUT - Juglans

**BLACK WALNUT** (*Nigra*). Lg. One of Wisconsin's famous nut-bearing trees. It has an open, spreading head and is a rapid grower, producing large crops of rough, hard shelled nuts.

### WILLOW - Salix

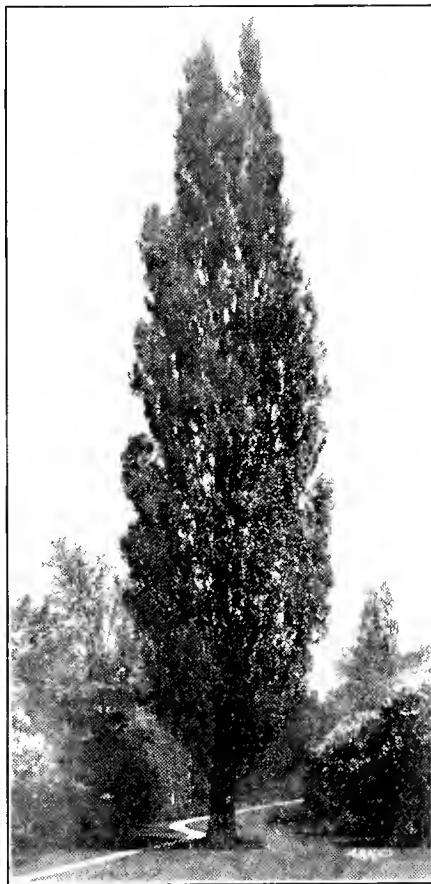
**GOLDEN WILLOW** (*Vitellina*). Med. An upright, spreading tree growing to a height of 30 to 40 feet. The bright, clear, golden yellow bark offers a pleasing contrast wherever used. Valuable for hedge and wind-break purposes.

**LAUREL LEAF or BAY LEAF WILLOW** (*Pentrandia*). Med. Another fast growing willow with shining dark green leaves resembling those of laurel. Thrives equally well on high or low ground.

**NIOBE WEEPING**. Med. A hardy weeping form of Willow which has yellow branches, making the tree attractive in winter as well as summer.

**WILLOW, PUSSY** (*Discolor*). Sm. A small bushy tree, a rapid grower and the branches are covered with furry catkins in early spring. It is a very attractive and desirable tree.

**WISCONSIN WEEPING WILLOW** (*Babylonica*). Med. The well-known, common Weeping Willow. Makes a large tree of 30 to 40 feet with a mass of drooping branches. Leaves are long, narrow, smooth, silky green. Its best situation is on the edge of streams or pools.



*Lombardy Poplar*



*Wisconsin Weeping Willow*





## McKAY'S Famous Evergreens

McKay's Famous Evergreens, as the name indicates, are truly famous throughout the country for their exquisite beauty, hardiness and adaptability. There is no family of trees or shrubs more valuable to the landscape composition in this northern climate of ours than the Evergreens. The various hues of greens and blues, together with some purple shadings, add a novelty and charm to the beauty of the home grounds—a colorful beauty which knows no special season.

All evergreens may be trimmed and shaped to some extent. The Arbor-Vitae, Hemlocks, Junipers and Yews will stand the heaviest and severest pruning of all, and may be trimmed and shaped into almost any desired form. Likewise can be held to a certain size.

McKay's Evergreens represent the best strains of trees, properly grown and trimmed, transplanted and cultivated in our nursery to insure a well-formed top and a good root system.

Specializing over a period of many years in the growing of specimen evergreens, we offer the largest and most complete selection to be found anywhere in the Northwest. McKay's Famous Evergreens are adapted to practically every home beautification need. An unusually wide choice is offered in form, color and texture of the foliage. Our assistance in arranging your planting plans is freely available.

Each variety is described from the standpoint of its habits. As to height, we have adopted the following broad classification, which will give a fair idea of the comparative size of species listed:

*Sm. Trees commonly less than 10 ft. at maturity.*

*Med. Trees usually from 10 to 50 ft. at maturity.*

*Lg. Trees usually growing to a height of 50 feet or more at maturity.*



*American Arbor-Vitae*

### ARBOR-VITAE - Thuya

The Arbor-Vitae family, also called the White Cedar, is identified by its flat sprays of scale-like leaves, as opposed to a strictly needle type of leaf, found on the other varieties of evergreens grown here in the northern states. The foliage is of a beautiful rich green color. They will grow in any good soil, with plenty of moisture. They all stand shearing well and as such lend themselves to the average small property planting, where they can be held in size.

**AMERICAN ARBOR-VITAE** (*Occidentalis*). Med.

The best known of the genus. Usually grows bushy at the bottom, tapering toward the top into a cone. It is most used as a low trimmed evergreen hedge, although it also makes a good untrimmed hedge, growing to a height of 30 or 40 feet. Useful for foundation plantings.

**GLOBE ARBOR-VITAE** (*Globosa*). Sm. Of dense, dwarf habit, globular in outline; requires no shearing and always in good form.

**PYRAMIDAL ARBOR-VITAE** (*Pyramidalis*).

Med. The Pyramidal Arbor-Vitae is one of the most beautiful columnar types of evergreens. On account of its rapid growth, its good green color and the fact that it lends itself to shearing (thus keeping it at any desired size), it is one of the most useful of the pyramidal form trees. It can be used on either side of the entrance or in other places where narrow, tall effects are desired.

**SIBERIAN ARBOR-VITAE** (*Wareana*). Sm.

Forms a dense and somewhat globular body of very symmetrical appearance. Somewhat harder than the Globe Arbor-Vitae.

### HEMLOCK - Tsuga

**HEMLOCK**. Med. One of the evergreens for planting in shady places, and where it has a little protection from the wind. It likes the north side of a building and plenty of moisture. A graceful tree with loose open growth, slender and drooping branches.



*Evergreens give year 'round effect. Becoming so popular that many people are taking out their old shrubbery and replacing it with evergreens.*



## FIR - Abies

**CONCOLOR FIR** (White Silver). Lg. The showiest of the Firs. A beautiful picturesque species from Colorado, with long thick needles, varying from a light green to a soft blue. The branches, which are arranged in horizontal whorls, are retained to the ground even when the tree gets older. A good specimen tree for the lawn, or for color contrasts in groups of trees of darker colors.

**DOUGLAS FIR**. Lg. The growth is symmetrical, forming a spreading pyramid. This is one of the best and hardiest of the Firs. It is a rapid grower and thrives well in almost any situation.

Left  
Pyramid  
Arbor-Vitae

Right  
Andorra  
Juniper

## JUNIPER - Juniperus

The Junipers form one of the most important groups of evergreens for landscape planting. The Pyramidal and upright forms make beautiful specimens for entrance and group plantings, where you need an architectural emphasis. The spreading forms are very good for foundation plantings and edgings for the taller trees. The prostrate forms are used for ground covers and rock gardens. As a family they are effective in all landscape plantings because of their variation in form and color tints. They are extremely hardy and of rapid growth. Prefer a sunny situation. Do well in all the sandy and drier soils of the state.

**ANDORRA JUNIPER** (*Communis depressa plumosa*). Sm. A new low-growing, spreading, dwarf evergreen of most distinctive color and graceful form, a beautiful silvery green in the spring, turning to a silvery purple or plum color in the fall. It grows about 8 to 12 inches tall and has a spread of 5 or 6 feet when fully developed. Stands pruning.

**BAR HARBOR JUNIPER**. Sm. A true creeper, resting close to the ground. It has sturdiness, hardiness and the most beautiful greenish blue color.

**COLUMNARIS** (*Chinensis pyramidalis*). Med. A distinct, narrow columnar tree with a decorative blue-green foliage, retaining its color well into winter. Needles are sharp and sword-like, of a glaucous blue-green color. Its popularity is increasing of late years as its true merits are appreciated. Grows to 20 feet.

**COMMUNIS** (*Canadensis*). Sm. The well-known, valuable, many-stemmed dwarf Juniper. Rarely exceeds 2 feet in height. It is at home on sandy or gravelly hillsides fully exposed to the sun.

Left  
Pfitzer's  
Juniper

**Splendid  
Evergreens  
for  
Foundation  
Plantings**

Right  
Cannatt's  
Juniper



## JUNIPER—Continued

**CANNART JUNIPER** (Cannarti). Med. One of the leading varieties of Junipers, having a rich green, tufted foliage. It holds its color throughout the winter. An irregular, upright grower, which, if trimmed, can be made very compact and dense, and kept at any size wanted. Some trees bear a heavy crop of blue and silver berries, (which hang well into the fall and are relished by some birds). A medium sized tree, growing to 15 or 20 feet.

**DUNDEE JUNIPER.** Med. A new variety, valuable because of its compact, pyramidal growth. During the summer it has a grayish green color, turning to a plum shade during the winter months. This unusual winter color makes the tree particularly attractive. Attains a height of about 20 feet.

**GLAUCA.** Med. This variety is distinct, because the entire young growth is of a silvery blue, which changes to beautiful bluish green in winter. It never grows very large, not over 15 to 20 feet, and it can be kept even smaller if desired.

**MEYER'S JUNIPER** (Squamata Meyeri). Sm. This is a new introduction of unusual merit. It was found in China. The leaves are pointed, prickly, and of bright shining blue color, often appearing to be of various colors when viewed from different angles. The form is irregular and spreading. It makes an ideal plant for a rock garden or pool, or for mixing among Pfitzer's Junipers planted in masses.

**PFITZER'S JUNIPER** (Pfitzeriana). Sm. The finest of all evergreens for foundation and border plantings. Its great popularity is due to the fact that it adapts itself to a great variety of soils and is one of the few evergreens that will tolerate some shade. As to appearance, it is very graceful, because of its low, irregular form which appeals to most lovers of evergreens. Color is dark green with a grayish overcast. Grows 2 or 3 feet high and up to 8 to 12 feet in diameter, although here, like all the other Junipers, it can be sheared once a year and kept to any size desired. It is ideal for foundation planting, foreground of evergreen groups or rockeries. (See picture on page 19.)



*"Friendliness" and "Cheerfulness" in winter as well as summer, is the keynote of this planting. The Arbor-Vitae flank the doorway; these are surrounded with lower growing Pfitzeriana Juniper and Mugho Pine. An ideal combination—the pride of its owner—that has enhanced the value of this property many times what the nursery stock cost. The home of Mr. and Mrs. A. C. Breuch, Madison, Wisconsin.*



*Sargent Juniper*

**SARGENT JUNIPER.** Sm. Foliage is bright green when it first comes out, changing to a bluish cast as the season advances. It only grows a few inches tall and makes a mat 8 to 10 feet across when fully developed. An extremely hardy type which will do well in poor soil.

**SAVIN JUNIPER** (Sabina). Sm. Of dwarf, spreading growth. Hardy and thrives well on poor soil; a favorite for rockwork.

**SILVER JUNIPER** (Scopulorum). Med. A native of Colorado. The trees are of a silvery color, of irregular, upright growth with fine foliage. It retains its inner foliage.

**STRICTA** (Spiny Greek Juniper). Sm. This variety has a fine silvery-green color and grows very conical, tapering from the ground to a sharp point at the top. Its growth is very compact and very slow, which makes it an ideal plant for foundation and rock garden planting.

**TAMARISCIFOLIA.** Sm. Another low, creeping variety, branches trailing along the ground, where it forms a perfect compact mat of a light green color. Useful for banks and rockeries.

**VIRGINIANA** (Red Cedar). Med. Probably the best known species of this whole family. The Red Cedar is native throughout Wisconsin and the entire Northwest. It does well in dry and exposed locations, and is admirably adapted to windbreak planting, being especially valuable in mixed plantings.



*Dundee Juniper*



*Juniper Virginiana*





## Keeping Evergreens Healthy

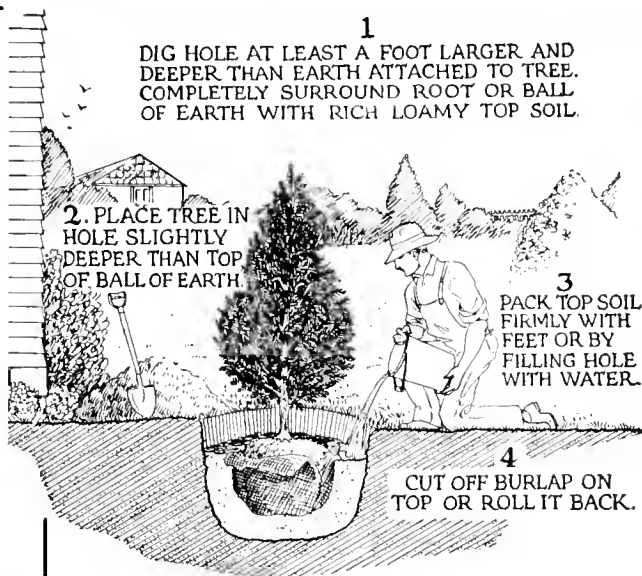
Methods Recommended by The Wisconsin Department of Agriculture and Markets.

With the advent of hot dry summer weather evergreens should be given plenty of water and carefully guarded against red spider attack. This pest is a very small mite, barely visible. If allowed to become numerous on evergreens that mite will, through its habit of sucking sap from the foliage, cause them to lose their characteristic colors and assume a "rusty" appearance. Red spider can readily be controlled by the employment of one of the following methods:

1. Syringe the foliage with water under pressure from garden hose or power sprayer, taking particular pains to secure a forceful spray applied from underneath the foliage.
2. Spraying with a glue spray consisting of  $\frac{1}{2}$  lb. of a cheap grade of ground bone glue in 5 gals. of water. (Dissolve the glue first in a small amount of boiling water.)
3. Dust with sulphur liberally on a warm day, using a superfine commercial brand of dusting sulphur.

Follow directions. If used as recommended no injury will result from any of these treatments. Avoid spraying an evergreen in the middle of the day as water alone will sometimes result in injury by scalding at such times. Repeat treatment six days after first application to kill young spiders escaping in egg stage and remember that applications should be made as often as necessary because of continual reinfestations.

Complete information on control measures for other insect pests and plant diseases of nursery stock will be gladly furnished upon request by addressing the State Entomologist, Room 14, Capitol Annex, Madison, Wisconsin.



## How to Plant Balled and Burlapped Evergreens

Follow directions as outlined in picture above. If ball of earth appears hard and dry upon arrival soak it in a tub of water before planting. Leave saucer around base of tree so that drainage will be towards tree. Do not put fresh manure in hole so it comes in contact with the roots. Use well-rotted manure and spread it on the ground after tree is planted and hole filled up. Keep ground well cultivated or mulched. When watering see that ground is soaked to a depth of 12 or 15 inches. Just sprinkling the surface is not enough.

### HOLY FAMILY CONVENT

R 1, Manitowoc, Wisc.

January 11, 1939

The McKay Nursery Company  
Madison, Wisconsin  
Gentlemen:

Enclosed find check in full payment of our recent order. The Sisters of the Convent are happy and pleased with the landscape work that has been done in beautifying our grounds. Your landscape architect who took care of us is truly an artist.

As you know, ours is an old institution, but up to two years ago we only did spasmodic plantings. Since then we have followed the counsel and advice of your landscape architect, and are beginning to see the masterly effects of his work. We look forward happily to future years, when your evergreens, trees, and shrubs will have grown more and when we anticipate some very beautiful landscape effects.

We might also mention, that we had some engineering problems confronting us; one of which was soil erosion on a newly created embankment. Whereas our consulting engineer recommended sodding, or rip rapping with stone, your man solved this problem by planting it heavily with shrubs and evergreens at half the cost of the other methods.

We shall again call on you in the future.

With best wishes, we are

Respectfully yours,

FRANCISCAN SISTERS

Per Sister M. Perpetua

## TABLE OF EVERGREENS and THEIR CHARACTERISTICS

Variety	Form	Soil	Shade of Green	Landscape Value		Sun or Shade	Hard-iness	
Juniper Andorra	CR	Thrive in any well-drained soil. Do well in the sandier soils of the state.	Silver-blue	{ Rock garden, —Turns silver-purple for winter Banks, —Holds color for winter Ground cover —Browns for winter	{ Foundation, border, rock garden, group. Most satisfactory low evergreen. Foundation, border, rock garden, group plantings. Foundation, border, rock garden, group. Lustrous blue foliage. Foundation, group, naturalizing. Blue berries for winter. { Specimen, foundation, group. { Changes to plum-purple for winter. { Holds good color throughout year. Groups, naturalizing, screens. Browns for winter.	Sun	H	
Juniper Sargentii	CR		Dark green				H	
Juniper Communis	SE		Gray-green				H	
Juniper Pfitzeriana*	SE		Dark green	{ Foundation, border, rock garden, group. Most satisfactory low evergreen. Foundation, border, rock garden, group plantings. Foundation, border, rock garden, group. Lustrous blue foliage. Foundation, group, naturalizing. Blue berries for winter.			Sun	VH
Juniper Savin	SE		Dark green					H
Juniper Meyeri	SE		Bluish white					H
Juniper Stricta	Co		Bluish gray					H
Juniper Cannarti	IU		Deep green	{ Foundation, group, naturalizing. Blue berries for winter.			Sun	VH
Juniper Glauca	IU		Silver-blue					H
Juniper Dundee	Py		Bluish gray	{ Specimen, foundation, group. { Changes to plum-purple for winter. { Holds good color throughout year.			Sun	VH
Juniper Columnaris	Py		Bluish green					H
Juniper Virginiana	Py		Green	Groups, naturalizing, screens. Browns for winter.			Sun	VH
Arbor-Vitae Globe	Gl	Moist loam	Green	{ Specimen, foundation, group. Formal trees, give plenty of water, especially in fall before ground freezes. Hedge, foundation, specimen, group, background, screen.	{ Sun or Partial Shade	VH		
Arbor-Vitae Pyramid	Py		Green			VH		
Arbor-Vitae American	Co		Green			VH		
Fir Douglas	Co	Average	Dark green	Specimen, group, background, screen.	Sun	VH		
Pine Mugho	Cl	Average	Light green	{ Foundation, specimen, rock garden. Specimen, group, background, screen, windbreak, naturalizing, rapid growers. Austrian Pine is best for small lawn specimen. Red Pine grows in poorest and sandiest of soils.	Sun	VH		
Pine Austrian	Co		Deep green			VH		
Pine Scotch	Co		Light green			VH		
Pine White	Co		Green			VH		
Pine Red	Co		Deep green			VH		
Spruce Black Hills	Co	Average	Blue-green	{ Specimen, group, background, screen, windbreak. Lawn specimen, group. Some variation in degree of blueness. Lawn specimen, group. An imported grafted tree, real blue. Group, background, screen, windbreak, woodlot. Most rapid grower.	Sun	VH		
Spruce Colorado Blue	Co		Silver-blue			VH		
Spruce Koster's Blue	Co		Silver-blue			VH		
Spruce Norway	Co		Dark green			VH		
Hemlock American	IU	Average	Dark	{ Foundation, group, hedge, screen, naturalizing. Foundation, group, naturalizing. Very beautiful evergreen. Red berries for winter.	{ Shade Sun or Shade	VH		
Taxus Cuspidata	SE		Very dark			H		
Taxus Capitata	Co		Green			H		

\*Juniper Pfitzeriana will stand some shade and grow in most any kind of soil.



IU (Irregular Upright)



Gl (Globe)



Py (Pyramidal)



CR (Creeper)



SE (Semi-Erect)



Co (Cone)



## PINE - Pinus

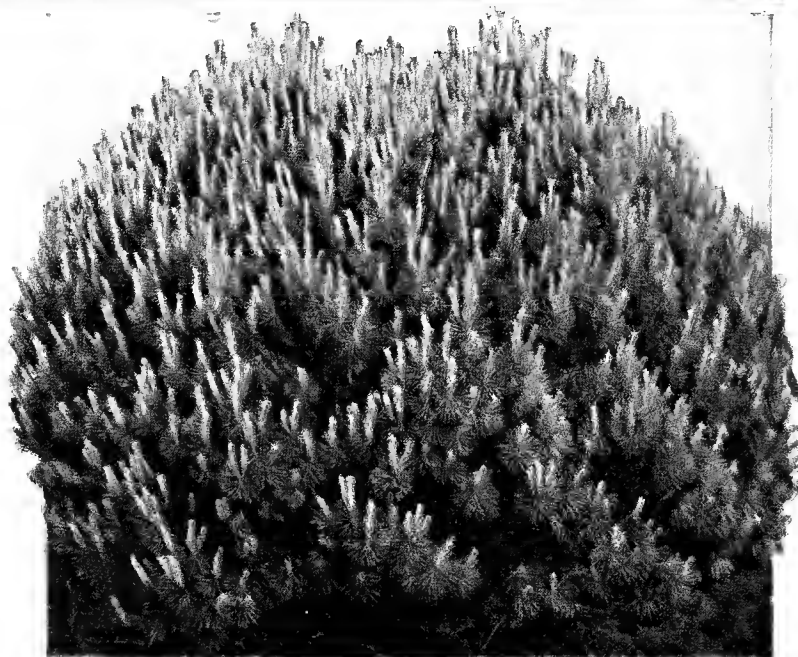
The Pines are used principally for group or mass plantings where the trees can grow to a fairly large size. They are very rugged and picturesque. The Austrian and Scotch Pines make good lawn specimen trees, while the Mugho, being of a small dwarf habit, lends itself to foundation planting work.



*Austrian Pine*

**AUSTRIAN PINE** (Nigra). Lg. A robust, stately Pine, rapid in growth and very hardy. It is one of the most picturesque Pines, making a tall, handsome tree, with a broad, oval head. Has long, stiff, dark green needles. Fine for lawn specimen or evergreen group planting.

**MUGHO PINE** (Mughus). Sm. A very choice, hardy, dwarf evergreen; slow growing, compact and neat in its habit, somewhat globular. Our trees are of the true compact type. Valuable for foundation planting.



*Mugho Pine*

**PONDEROSA PINE** (Western Yellow Pine). Lg. Heavy massive needles from 6 to 10 inches long. Tree grows wide and tall, resembling the Austrian Pine. Thrives in any soil.

**RED PINE OR NORWAY PINE** (Resinosa). Lg. Another long-needled Pine, resembling the Austrian Pine. Native of Northern Wisconsin.

**SCOTCH PINE** (Sylvestris). Lg. As a native of the British Isles, it is a fine, robust, rapid growing tree, very thrifty. Needles are 2 to 5 inches long, of a light green color. For specimen or group plantings.

**WHITE PINE** (Strobus). Lg. The "King of the North Woods." The most ornamental of our native evergreens; foliage light, delicate or silvery green. Grows in the poorest, light, sandy soil.



*Norway Spruce*

### Have You An OUTDOOR CHRISTMAS TREE?

Increasingly popular is the custom of decorating outdoor Christmas trees for the holiday season. We offer an endless variety of evergreens which are adapted to that purpose as well as for year 'round beautifiers of the home grounds.

### EVERGREEN WINDBREAKS

An Evergreen Windbreak on a farmstead is best appreciated by the farmer who already has one. Such a windbreak not only tempers the cold winds for both man's and animals' winter comfort, but also saves on feed for the livestock.



### SPECIMEN EVERGREENS

All of McKay's Specimen Evergreens are sold B&B (Balled and Burlapped). This means they are dug in the field with a solid ball of earth and wrapped with burlap, as per illustration at the left.

*Austrian Pine*    *Amer. Arbor-Vitae*    *Pyramidal Arbor-Vitae*    *Juniper Dundee*  
*Concolor Fir*    *Norway Spruce*    *Black Hills Spruce*    *Globe Arbor-Vitae*  
*Colorado Spruce*    *Pfitzer's Juniper*    *Douglas Fir*



## SPRUCE - Picea

The Spruce are among our best known evergreens. The needles are short, stiff and sharp pointed. They all grow tall and upright, forming a densely branched cone. They are used for group and mass plantings, screens and wind-breaks, and as lawn specimens.

**BLACK HILLS SPRUCE** (*Canadensis albertiana*). Med. We wish to call particular attention to the Black Hills Spruce. This variety, being the smallest of the Spruces, develops into sturdy, heavy bodied, compact, conical trees. It is a native of the Black Hills country of South Dakota, and as such, will stand some dryness. Color a good green, with a silvery blue cast. It is hardy, easily planted and a great favorite.



*Black Hills Spruce*

**COLORADO BLUE SPRUCE.** The triumph of evergreen growing; Nature's culmination in producing the most beautiful. The Colorado Blue Spruce is the handsomest tree on the Rocky Mountain trail. Picture in your mind a perfectly shaped tree, with its regular whorls of branches, filled with a heavy foliage of a rich, glistening blue, which flashes and sparkles in the sunlight. It is used mostly for specimen lawn planting, where it becomes the prize tree of a man's property. One or two of these trees planted in a group of other dark green foliaged evergreens gives that group distinction. (See illustration at right.)

**COLORADO GREEN SPRUCE.** The same as the Colorado Blue Spruce but the tree is a green color.

**KOSTER'S BLUE SPRUCE** (*Pungens Kosteriana*). Lg. A grafted form of the best of the Blue Spruces. Foliage is silvery blue, densely crowded on the many branches. Our stock of this beautiful and popular evergreen has been grown with great care from stock which we know is the genuine Koster's, and can guarantee its true blue color and character.

**NORWAY SPRUCE.** A very thrifty and rapid growing Spruce of a good green color. Best Spruce for screens and wind-breaks. Also useful for backgrounds of group and mass plantings, where it soon towers up behind the other evergreens.



*Blue Spruce*

*We offer both Koster and Colorado Blue Spruce.*

## YEW - Taxus

The Yews are particularly noteworthy for their rich, dark green foliage, whose color is held throughout the year. They grow somewhat slowly, stand shearing well, and are especially useful for foundation plantings. Have red berries for the fall. The Yews thrive in shade and in this respect are different from other evergreens. They are one of the few evergreens suitable for planting in congested cities, that will survive the smoky and oily atmosphere. They are the best evergreens for shady places.

**Taxus brevifolia.** Sm. A low, bushy, dwarf variety, rarely growing more than two or three feet.

**Taxus cuspidata.** Sm. An irregular, spreading grower, resembling the Pfitzer's Juniper.

**Taxus cuspidata capitata.** Med. Upright, more regular and somewhat pyramidal in form. A very choice evergreen.

### ONE OF WISCONSIN'S MOST PROMINENT BANKERS AND BUSINESS MEN WRITES:

JOSEPH E. UHLEIN  
235 West Galena St.  
Milwaukee, Wisconsin

January 9, 1939

McKay Nursery Company  
Madison, Wisconsin  
My Dear Mr. McKay:

I'm leaving for Arizona for a short stay, but early this spring I shall be out to see you for more trees and shrubs.

I have never bought finer stock than the hundreds of trees and shrubs you have sold me, and it's always a joy to go with you personally through your nurseries. I hope you will do it again with me this April.

Happy New Year to You.

As always,

JOSEPH UHLEIN

*Taxus*  
(Japanese  
Yews)

*Upright tree,*  
*Taxus*  
*Capitata*

*Spreading*  
*tree,*  
*Taxus*  
*Cuspidata*

*Dwarf tree,*  
*Taxus*  
*Brevifolia*







# A Few Typical Views....at our nurseries, Waterloo, Wisconsin



Above... An interior view of our packing rooms. After the stock is dug in the field, it is brought inside out of the sun and wind, where the orders are assembled and packed preparatory to shipment.

**VISIT OUR NURSERIES  
OF OVER 200 ACRES**

Below... Is shown a photograph of a field of Pfitzer's Junipers and Blue Spruce at the McKay Nurseries. Many fields like this abound to greet the visitor.



One group of McKay Employees  
Arrow Points to Mr. W. G. McKay, Company President



Above... Another characteristic McKay Nursery field of attractive Pyramidal Arbor-Vitae, ready to enhance the outdoor beauty of scores of American homes.

**VISIT OUR NURSERIES  
AT WATERLOO, WISCONSIN**

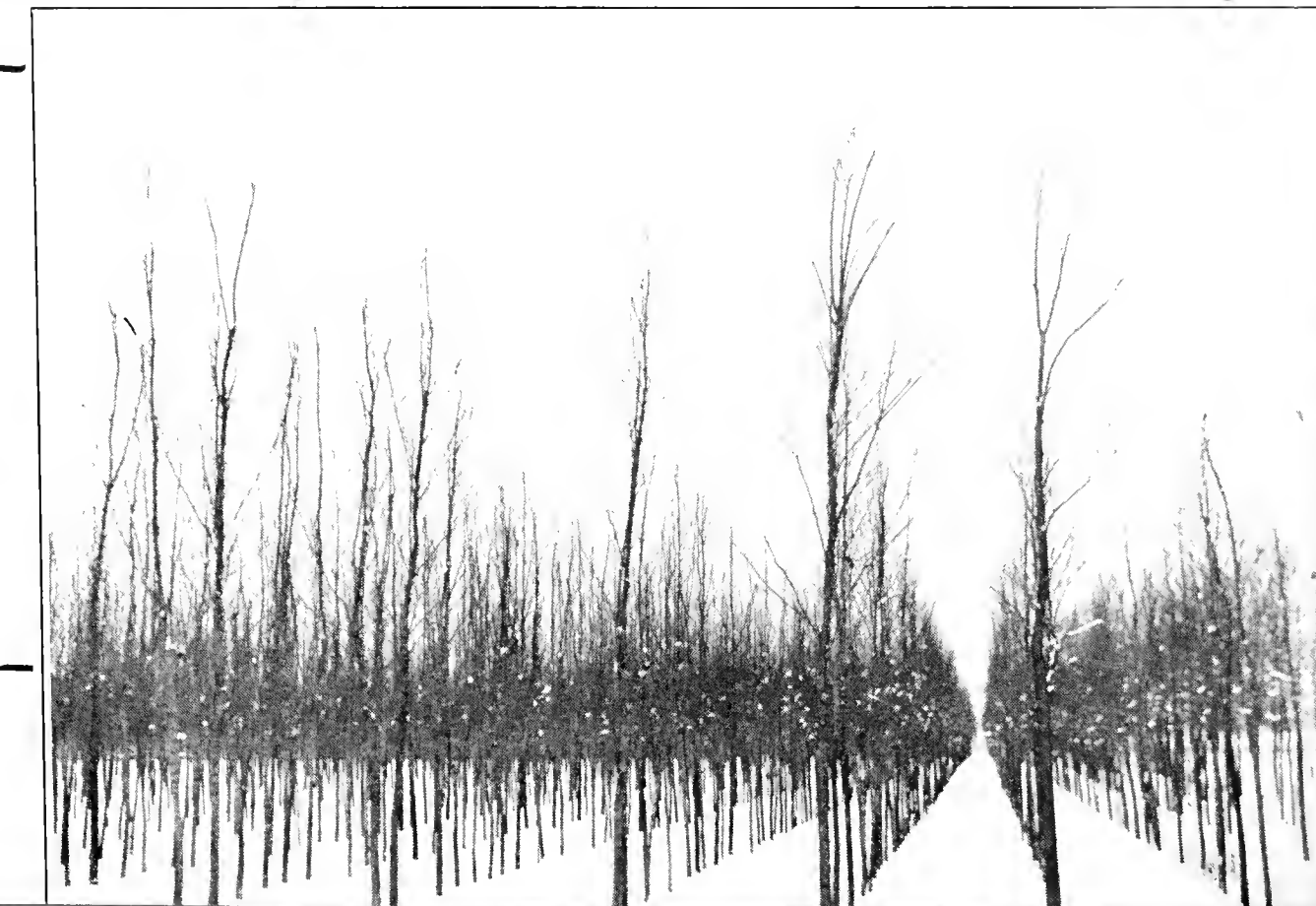
Below... A winter view of one of our many fields of shade trees, carefully nurtured through every stage of growth. The field below is a group of grafted Elms.



A Springtime Planting Scene—Note How Carefully the Ground Has Been Prepared



A familiar View at the Nurseries During the Shipping Season—McKay Stock is Shipped by Truck and Rail to All Points of the Middle West







# McKAY'S Gorgeous Roses

## Hybrid Tea Roses

### (EVERBLOOMING)

No flower grown can compare with the Rose! Its rich fragrance, its exquisite coloring and form have made it the queen of the flower garden.

McKay's gorgeous roses excel in the following:

1. Strong, heavy dormant plants.
2. Well rooted plants.
3. Outdoor, field-grown plants, where they have received the best care and attention.

Much has been said about the difficulty of growing roses, yet thousands of lovely rose gardens that receive only amateur care are flourishing throughout the state.

Roses thrive best in clay loam soils enriched with well-rotted manure. They should always have a sunny, open, and airy situation, unshaded by trees or buildings. (See page 28 for complete cultural directions.)

The Hybrid Tea Roses described below represent the choicest varieties of everblooming roses: roses that will bloom from June until frost. Experience the great enjoyment of growing your own roses this summer.

**You Like Roses! Why Not Grow Them? You Can.**

### Red

**DIRECTOR RUBIO.** Brilliant light red or pinkish red, immense flower, loose and ruffled. Slightly fragrant. Plant is dwarf and sturdy.

**E. G. HILL.** Deep crimson, flowers very large and full. Fragrant, strong grower, and free flowering. A splendid garden rose.

**ETOILE DE HOLLANDE.** Gorgeous crimson-red rose of magnificent size and perfect form. Vigorous grower, healthy, free-flowering, deliciously fragrant. Considered the world's finest red rose.

**HADLEY.** Rich crimson-red flower with velvety texture. Lovely form and perfume. Growth and bloom moderate.

**MARGARET McGREDY.** A strong growing, bushy plant, producing large, solid orange-vermilion, fragrant flowers. Continuous bloomer.

**McGREDY'S SCARLET.** A companion to Margaret McGredy though buds are copper-red in color, becoming brilliant scarlet when open.

**RED RADIANCE.** Big, globular, cerise-red, fragrant flowers on strong stems. Like Radiance, it is an excellent grower, blooming freely.

*Read page 28 carefully for planting instructions and care of these roses.*

### Pink

**BRIARCLIFF.** Handsome, long-pointed, high-centered, rose-pink buds, blossoming into large, fragrant, pink flowers. Free-flowering.

**EDITH NELLIE PERKINS.** Fine, two-toned pink variety. Buds large, rose-carmine, shading to orange and cream, opening into a perfect salmon-pink. Strong grower. Free bloomer.

**EDITOR McFARLAND.** The finest deep pink garden rose. Fragrant flowers perfectly formed on long cutting stems. Magnificent new rose for your garden.

**MRS. HENRY BOWLES.** Clear pink. Oval buds opening into very large flower, lighter pink than bud. Vigorous, and free-blooming.

**RADIANCE.** Most popular rose in America. The brilliant rose-pink buds become well-formed, fragrant flowers. Vigorous grower, free bloomer.

**WILLOWMERE.** Rich pink buds and flowers with a shining yellow glow. Strong grower, persistent bloomer, not fragrant.

### White

**CALEDONIA.** One of the finest of the pure white rose ever produced. Long pointed buds opening into large flowers with incurved petals and a delightful fragrance. A superb rose.

**KAISERIN A. VICTORIA.** Creamy white buds, opening to large fragrant white flowers, excellent for cutting. Moderate grower.

**MME JULES BOUCHE.** White, shading to a blush-pink center. Plant strong, healthy, and free blooming. Fine garden bedding rose.



*Etoile de Hollande*



*Talisman*



*Margaret McGredy*



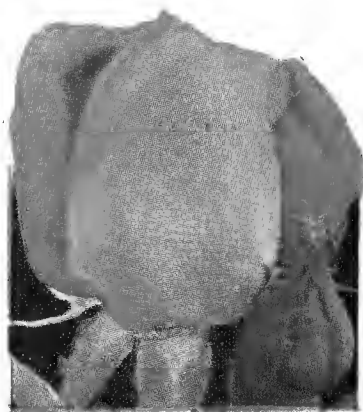
*Mrs. Henry Bowles*



*Kaiserin A. Victoria*



*E. G. Hill*



*Red Radiance*



*Pink Radiance*



*Director Rubio*



*Mrs. Pierre S. DuPont*



HYBRID TEA ROSES — Continued

Yellow



Edith Nellie Perkins

**JOANNA HILL.** Creamy yellow, deepening to an orange hue at the base. Grows well. A popular yellow rose.

**MAX KRAUSE.** Beautiful yellow bud, opening golden yellow. Very double. Vigorous grower and continuous bloomer. Moderately fragrant.

**MRS PIERRE S. DUPONT.** Rich reddish gold bud, almost orange at base of petals, opening to full golden yellow flower. Height is medium. The most continuous blooming yellow rose in our opinion.

**ROSYLN.** Rich and glowing golden yellow flowers with orange tints on reverse of petals. Bush vigorous, compact, and floriferous.

**SISTER THERESE.** Buds of chrome-yellow, overlaid with carmine open into rich daffodil-yellow flowers which hold their color well. Fragrance of sweetbrier.

**VILLE DE PARIS.** Clear, bright buttercup-yellow buds and flowers do not fade. Plant notably tall and wiry.

Multi-Colored

**CHAS. P. KILHAM.** Brilliant coral-red, shading from a rich orange to a golden yellow base. Slightly fragrant. Excellent bloomer.

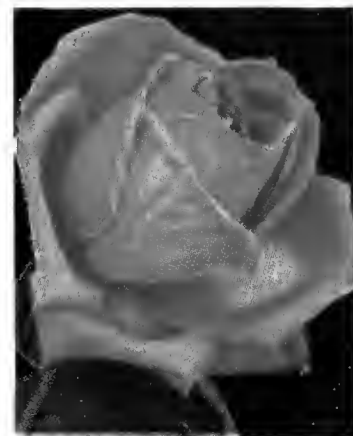
**CONDESA DE SASTAGO.** Copper and yellow. A new Spanish novelty with buds like a ball of gold that unfold a burning copper tone. Rich, spicy fragrance.

**CYNTHIA.** Color comparable to Chas. P. Kilham. Beautiful buds of copper-red, shading through rich orange to a golden base. Strong grower.

**MRS. SAM MCGREDY.** A beautiful new rose. Coppery scarlet-orange, flushed with dull red. Fragrant, attractively formed, with bronze-red foliage. Really a rose to rave about.

**PRESIDENT HERBERT HOOVER.** A charming combination of cerise-pink, flame-scarlet, and yellow. The large flowers, on long stems hold up well after cutting. Belongs in every garden.

**TALISMAN.** Gayest of roses, a glorious combination of orange, yellow and rose-red, more colored in autumn than in summer. Finest of garden roses.



Mrs. Sam McGredy



Ville de Paris

Hybrid Perpetual Roses

(JUNE-JULY ROSES)

These roses are much more hardy, more sturdy, and more vigorous growing plants than the Hybrid Teas. Their flowers are larger, fuller, and generally more fragrant than those of the everblooming varieties. They are not, as their name implies, perpetual bloomers, but produce one great burst of bloom in June and July—a lavish display of flowers which is not equaled by any of the continuous blooming sorts. Some of them will bloom on and off throughout the summer and fall.

Like the Hybrid Teas, they prefer a good rich clay loam soil. (See page 28 for complete cultural directions.)

We list the following varieties as the best in this group, and recommend them especially to northern Wisconsin gardeners.

**AMERICAN BEAUTY.** Large, rose-pink flowers of beautiful form, very double; fragrant. Blooms with unusual freedom in the fall.

**FRAU KARL DRUSCHKI (Snow Queen).** Best known of all pure white roses. Large sized blooms, very double, perfect in form, fragrant, and free-flowering.

**GENERAL JACQUEMINOT (General Jack).** Favorite old-time crimson-red rose. Flowers very large, somewhat open and fragrant. Plant strong and bushy.

**GEORGE AHRENDTS.** A pink Frau Karl Druschki and just as beautiful. Long, delicately shaped buds of an exquisite shade of soft pink; delicately scented. Good fall bloomer.

**GRUSS AN TEPLITZ.** An extremely useful and dependable variety, succeeding well all over Wisconsin. We sell more plants of this variety than any other rose we list. Small- to medium-sized, double blooms of crimson-scarlet. Blooming from June until frost. An excellent bedder.

**J. B. CLARK.** Very large, full and double flowers of light red, shaded dark crimson. Strong, upright grower. Slightly fragrant.

**MARSHALL P. WILDER.** Cherry-colored flowers, well shaped, of good size, and fragrant. Good growth and long blooming period. It has been popular for many years.

**MRS. JOHN LAING.** Large, smooth bloom of clear pink, cup-shaped, double, and very sweet. Quite floriferous.

**PAUL NEYRON.** Dark lilac-rose blooms of immense size; double and fragrant. Almost smooth canes with leathery foliage. One of the best in this class.

**SOLEIL D'OR.** Orange, gold, and pink mingled in this very double, though only medium sized, bud-shaped flower. Moderate grower.

**ULRICH BRUNNER.** Large, full flowers of bright carmine-red; fragrant. Blooms profusely in early summer.

*A mass planting is very effective*



Paul Neyron



Joanna Hill

*Plant Roses by the dozens*



Mrs. John Laing



Gruss an Teplitz



George Ahrendts



Frau Karl Druschki



Ulrich Brunner



## CARE OF ROSES

Hardiness—Planting  
Pruning—Spraying—Wintering

### McKAY STOCK

McKay's Roses bloom the first year. They represent the highest quality of sturdy two-year outdoor or field-grown plants that money can buy. (Note illustration to right.) They are strong, well-rooted, dormant plants that have been budded on the hardiest root stocks and should not be compared to hothouse Roses, forced from cuttings. We have given great care to the culture of our Roses and offer them to our customers with the assurance that they will grow and bloom profusely.

We offer only the finest and most popular of the well-tried varieties as well as a few of the newer varieties that seem to merit more general planting. We can recommend our Roses heartily to all rose growers who want the best.

### SOIL

Roses are heavy feeders and thrive best in a well-drained clay loam soil, well enriched with fertilizer. They will do reasonably well in almost any soil (except sand) if well fertilized, drained, and cultivated. They like a sunny, open, airy situation, away from large trees which are apt to rob them of the necessary nourishment. After selecting such a spot for your rose bed, dig the soil out to a depth of 12 or 15 inches and replace about one-fourth of the bulk of the soil with well-rotted barnyard manure thoroughly mixed into soil. If this is not available, substitute a generous amount of commercial fertilizer like Bonemeal or Vigoro.

### HARDINESS

**HYBRID TEA ROSES**, while comparatively tender, can be wintered safely in Wisconsin if covered carefully in the fall as per our instructions on "Wintering." They give the most beautiful flowers over the longest season in a complete gamut of rose colors, so that they are worth the extra effort needed to protect them over winter and the cost of making occasional replacements.

**HYBRID PERPETUAL ROSES** are hardier, sturdier, and more vigorous than the Teas; however, even they will benefit if protected in winter as per our "Wintering" instructions. This class of Roses blooms heavily in June and July with the largest and sweetest flowers.

**POLYANTHAS**. Tender for winter like the Teas and require similar winter treatment.

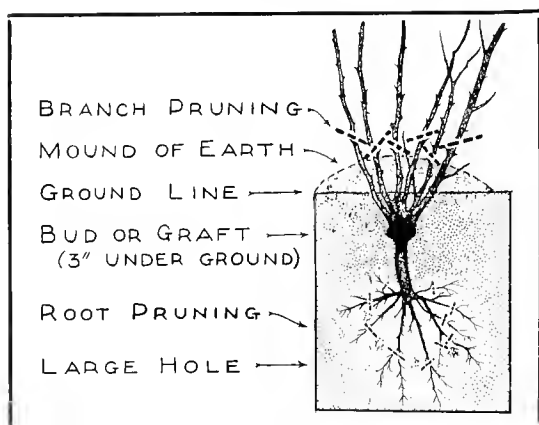
**CLIMBING ROSES** should be laid down on the ground and the canes covered with several inches of earth or 12 to 18 inches of straw or hay in the fall.

**RUGOSA** and **NATIVE** Roses are all very hardy and need no winter protection. The flowers are not of the quality of any of those above; however, they do bloom through the summer and lend themselves to be used like shrubs.

### PLANTING

Roses should be planted so that the bud or graft is at least three inches in the ground. (See illustration.) Cut off any broken or bruised roots. Dig the holes

deep and wide so the roots will spread out naturally without crowding. After sifting and working in fine soil between the fibrous roots, fill the hole two-thirds full of dirt, tramp it solid, and water several times. You can now finish filling your hole with soil, and also mound the earth up around the bush to a height of 4 to 6 inches. (See illustration.) This mound of earth prevents the canes from drying out by the sun and wind before the roots become established. It should be removed in 10 to 14 days.



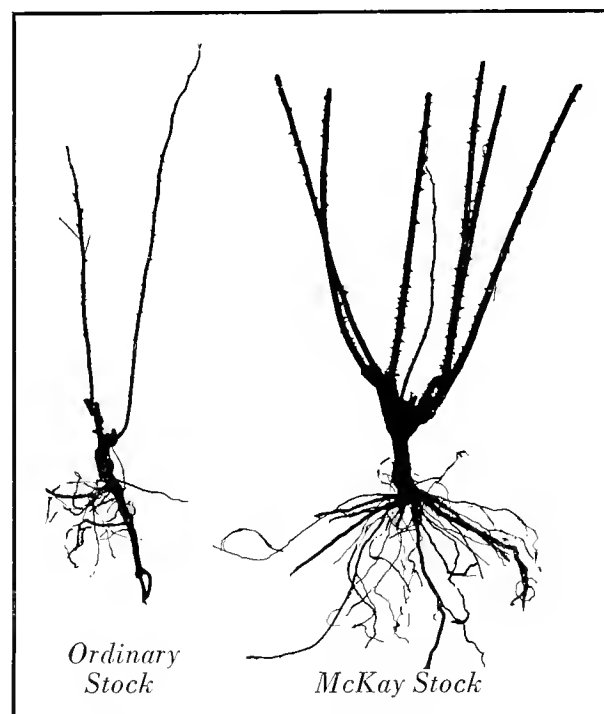
#### PLANTING DISTANCES

Hybrid Teas: 18 to 20 inches apart. Rugosas: 3 to 4 feet apart.  
Hybrid Perpetuals: 2 feet apart. Native Roses, etc.: 3 to 4 feet apart.  
Polyanthas: 12 to 18 inches apart.

### PRUNING

**HYBRID TEA** and **POLYANTHA ROSES** bloom on new wood only and should be cut off at planting time to about 4 or 6 inches above ground, leaving only 3 or 4 buds per cane. (See illustration.) Likewise, every spring there after cut off about three-fourths of the previous year's growth.

**HYBRID PERPETUAL ROSES**, like Teas, bloom on new wood only, but are usually cut somewhat higher at 6 to 10 inches above the ground. Again cut off three-fourths of the previous year's wood in succeeding springs.



McKay Roses are strong, healthy, field-grown plants that invariably bloom the first year.

**CLIMBING ROSES**. Cut to 6 inches above ground at planting time. (See illustration.) They probably won't bloom the first year. Since these Roses blossom on last year's wood only, it is customary to prune them in July after they are through blooming. At that time cut out most of last year's canes (that have just finished blooming) and let the strength of the roots go into the new shoots that are already coming up and that will make blooming wood for next year. These younger canes will also be easier to lay down in the fall to protect for winter.

**RUGOSAS**. Cut off at 8 to 12 inches above ground at planting time and prune into shapely bushes in succeeding years.

**NATIVE ROSES**. Cut off at 12 to 18 inches above ground at planting time and only as necessary to shape plant in later years.

### PICKING ROSES

Picking roses by the armful is one of the joys of good gardening. The more you pick, the more there will be to pick. Really when you cut the blossoms you are pruning the plant, and the removal of blossoms is a challenge for the production of more. Intelligent picking, like good pruning, should shape the plant, should encourage it to produce more and better bloom on longer stems. Don't simply snip off the blossoms, leaving long scindling stems, cut them low so new growth will start well down on the plant.

### SPRAYING

**HOW TO KEEP ROSES HEALTHY:** It is very important to keep your Tea, Perpetual, Polyantha and Climbing Roses healthy, vigorous and free from diseases and insects. Since prevention is better than cure, we suggest that they be sprayed every 2 weeks from May 15th to August 1st. Either of the following methods is effective.

**Liquid Spray:** To 1 gallon of water add 2 tablespoonfuls of "Black Leaf 40," 3 level tablespoonfuls of dry lime-sulphur, and 1 tablespoonful of dry arsenate of lead and apply with a liquid sprayer that can be bought for \$1.00.

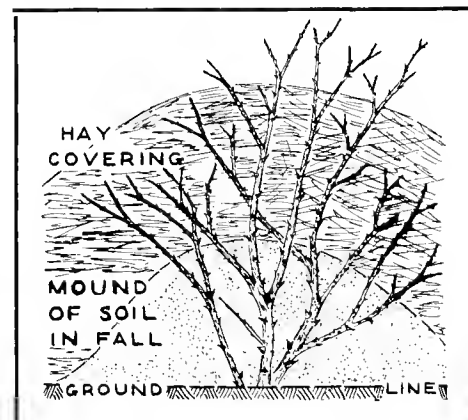
**Dust Spray:** Make a dry powder mixture of 1 part arsenate of lead, 1 part tobacco dust, and 9 parts of fine dusting sulphur and apply with a dust sprayer which can be bought for \$1.00.

The two spraying mixtures recommended above can also be bought in already mixed and prepared forms, ready for use.

### WINTERING

In our severe climate, **TEA, PERPETUAL** and **POLYANTHA ROSES** should be carefully protected for the winter. To do this, mound earth around

the plant to a height of 6 or 8 inches, late in fall and before the ground freezes. After the ground has frozen (probably in December), cover the entire rose bed with hay or straw from 18 to 24 inches deep. This will protect the ground from alternate thawing and freezing, and cut down evaporation of moisture from the rose canes. In the spring the mulch and mound of earth are removed and the roses pruned as per "Pruning Instructions" above. (Protection of Climbing Roses has been treated under "Hardiness.")





*"It's Not a Home Until It's Planted"*



*Rosa Setigera*

## PRAIRIE or BUSH ROSES

Class of roses of native origin. For that reason they are hardy and need no winter protection. The varieties listed below have attractive single pink flowers ranging from 1½ to 2 inches in size. These are followed by red fruits or haws in the fall, giving a colorful winter effect. Some varieties have foliage with special characteristics such as fragrance, summer color and fall color. They grow from 3 to 5 feet high. Their period of bloom extends for 3 to 4 weeks in June and July after most other shrubs are through, making them very useful in extending the period of bloom and adding additional variety and color to the landscape planting. They are also used for naturalizing on hillsides, as bank covers, for parks, cemeteries, and other public grounds. They grow easily and require practically no pruning and attention in after years.

**BLANDA (Meadow Rose).** Strong growing rose, 3 to 5 ft. high, with thornless branches of reddish purple color. Soft pink flowers. Red fruit pods in the fall. Will grow on poor and sandy soil.

**CAROLINE (Marsh Rose).** A rose for wet or moist soils.

**RUBRIFOLIA (Red-Leaf Rose).** A very unusual rose because of its bronze-red foliage.

**SWEET BRIAR (Rubiginosa).** The fragrant leaves of the well-known Sweet Briar are its outstanding characteristic. They are of a shining blue-green color, tinged with reddish purple. Crimson fruit.

**SETIGERA (Prairie Rose).** Characterized by its long, arching branches, growing from 5 to 8 feet long and bending over to the ground. The display of pink flowers in July is gorgeous and comes at a time when most spring and early summer shrubs are out of bloom.

## AUSTRIAN BRIER ROSES AND RELATED TYPES

A yellow flowered early blooming species that add variety and charm to the landscape. Mostly used as bushes in, or as part of, a shrub planting; sometimes in the foundation planting, or again, in the shrub border. They are all very hardy and require little, if any, pruning. Grow 4 to 6 feet high.

**PERSIAN YELLOW.** The lovely old-fashioned yellow rose of our grandmother's garden. It grows into an open bush with long canes and golden yellow, semi-double flowers blooming in early June.

**HARRISON'S YELLOW.** Like the Persian Yellow rose, but a more vigorous grower; the flowers are more double.

**HUGONIS (Golden Rose of China).** Hugonis takes first place among the single flowered early sorts. Just before bridal wreath season it is completely covered with large, clear yellow flowers, borne profusely along the slender arching branches, making a striking display. It is a vigorous grower, dependable, and a first-class yellow flowering shrub. Excellent for planting in groups in the shrub border, in the foundation planting, or as a single specimen.

**DR. E. M. MILLS (Pink Hugonis).** Like the Hugonis but has semi-double pink flowers of medium size and a cupped form.

## BABY RAMBLER ROSES OR POLYANTHA ROSES

A dwarf class of everblooming roses growing about 1½ to 2 feet high. Blossom from June to October. The flowers are small, usually double, and carried in such large clusters that the plant is covered with color. They are superb for edging or massing. Need winter protection, for which see page 28.

We Can Supply these in RED, PINK, and WHITE.



*Baby Rambler*



*Hugonis*

*Plant  
Roses  
by the  
dozens.  
A mass  
planting  
is very  
effective.*





### WHAT A PROMINENT BANKER SAYS

THE FIRST NATIONAL BANK  
of Monroe

F. B. Luchsinger, President  
Capital and Surplus \$300,000.00

January 6, 1939

McKay Nursery Company  
Madison, Wisconsin

Attention: Mr. McKay

Dear Mr. McKay:

At this time I wish to extend to you my very best wishes for 1939, and also to express to you my appreciation of the very satisfactory manner in which you fulfilled the large order I gave you for several hundred trees, shrubs, roses, etc. I am more than pleased with the results.

The hybrid tea roses planted in April were in full bloom by the middle of June.

Because of the very satisfactory manner in which you handled my order you may rest assured that when we are again in need of anything further in your line, you will hear from us. I am

Very truly,  
F. B. LUCHSINGER

## RUGOSA ROSES

**ROSA RUGOSA RUBRA (Red).** This rose originated in Japan. It is very hardy, a vigorous grower and is not troubled by insects. Grows 3 to 4 feet high. It has thick, leathery, wrinkled leaves, and the pinkish red flowers in June and July are followed by scarlet fruits or haws, which are very colorful in the fall. It is mostly used in landscape work.



F. J. Grootendorst

### KEY TO LOWER LEFT ROSE CUT

Pink: Belle Poitevine

Red: Hansa

White: Sir Thomas  
Lipton



## Rugosa Hybrid Roses ("Eskimo Beauties")

This group have been rightly called "Eskimo Beauties" because of their extreme hardiness in the North, besides being one of the most beautiful classes of roses grown. The Rugosas have a tough wood with thick leathery dark green foliage which in most instances is entirely free of insects or diseases. They are vigorous growers, ranging from 3 feet and up, depending on the variety. All types of Rugosas are greatly benefited by severe pruning at least every two years. They should never be allowed to become "leggy".

Rugosa roses are particularly valuable for hardiness, healthiness, and ability to thrive under most adverse conditions of soil and climate.

Many beautiful hybrids have been produced by crossing the original Rugosa with the various Tea, Hybrid Tea, and Rambler Roses; the flowers are followed by brilliant seed pods which hang on nearly all winter. The Rugosas have many uses. They may be used as specimen plants on the lawns, planted among shrubs or as hedges. Our list comprises the very best varieties.

**AGNES.** A new Rugosa. Double coppery yellow buds and flowers which become pale amber-gold upon opening. They are well shaped, sweetly fragrant, and freely produced in early summer. The growth is moderate.

**AMELIE GRAVEREAUX.** The small to medium sized buds are borne several together, opening to double, cupped, dark purplish red blooms of good fragrance and borne on long, strong stems. The plants are vigorous, producing blooms freely until fall.

**BELLE POITEVINE.** Clusters of large, semi-double, open blooms of soft pink. The plants produce an abundance of foliage. Bloom moderately but continuously all summer.

**CONRAD F. MEYER.** A large, double rosy pink flower; fragrant and blooming nearly all summer. The foliage does not show so much of the Rugosa type.

**DR. ECKENER.** The newest notable addition to the Rugosa family. The cup-shaped flowers are a luminous buff-pink with a golden yellow base. They are fragrant and from 3 to 4 inches across when open. Very distinctive.

**F. J. GROOTENDORST.** Beautiful, small red flowers in clusters resembling a red carnation. It blooms from June until frost. Typical foliage and habits of the Rugosa, except it is more compact and does not grow as high, usually about 3 to 4 feet. It should be pruned back severely each spring.

**HANSA.** Semi-double, crimson flowers turning to purplish red with age. The flowers come in clusters, bloom heavily in June and lighter through the summer. The best red Rugosa.

**MAX GRAF.** An ideal trailing Rose for retaining embankments, covering them with handsome, crinkled foliage that is persistent well into winter. Enchanting every spring, this lovely green ground cover becomes decorated with large, single, apple-blossom-pink flowers. Plant 2 to 3 feet apart.

**NEW CENTURY.** Clusters of full, very double flowers, of clear flesh-pink. A moderately growing plant 2½ to 3 feet high, of bushy habit, with light green, wrinkled foliage and few thorns.

**PINK GROOTENDORST.** The habit of the plant and shape of bloom are the same as the parent F. J. Grootendorst, but the color is clear, light shell-pink.

**SARAH VAN FLEET.** Makes a shapely bush, perfectly hardy, and produces quantities of fragrant, cupped blooms of apple-blossom-pink with deeper pink inside. The buds are long and dainty, and the flowers are fairly large, semi-double, and come in clusters. They have enchanting, old-rose fragrance.

**SIR THOMAS LIPTON.** The best pure white Rugosa Rose. Strong and vigorous; grows 4 feet high. Flowers double, pure snow-white. Fragrant, borne continuously throughout the season.





*Excelsa*

*God spoke! and  
From the arid soil  
Sprang rich and  
Verdant bouquets  
Till all the earth  
Was soft and green  
He smiled, and  
There were flowers.  
FLOLLOSA*



PAUL'S SCARLET CLIMBER

## Climbing Roses

What is more lovely than a trellis of lovely climbing roses? The beauty of a trellis of climbing roses gains them new friends every year, they produce a most wonderful covering of foliage and flowers for the trellis, porch, or arbor. To be sure, they require some care and attention in the way of winter protection, but results more than pay for the extra care. (See page 28 for winter care.)

**CLIMBING AMERICAN BEAUTY.** (See picture on bottom of page.)

**CRIMSON RAMBLER.** Crimson semi-double flowers, borne in clusters on vigorous plants. Very good arbor and porch plant, often making shoots from 8 to 15 feet in a season.

**DOROTHY PERKINS.** The beautiful double, shell-pink flowers come in clusters in great profusion, making a wonderful display. (See picture.)

**DR. W. VAN FLEET.** Perfectly formed, long-pointed, deep pink buds on long stems with several in a cluster, that open a lighter shade of pink.

**EXCELSA** (Red Dorothy Perkins). A radiant, blood-red cluster rose, as free and double as Dorothy Perkins, of which it is the red prototype. The clusters are very large. (See picture.)

**GARDENIA** (Yellow Rambler; Aglaia). The color is a decided yellow; the flowers are very sweet scented; habit of growth is very vigorous, well established plants often making shoots from 8 to 10 feet in height in a single season.

**MARY WALLACE.** A handsome Pillar Rose with huge, semi-double blooms of bright, clear rose-pink deepening to salmon at the base. Beautiful in bouquets. A strong grower, with shiny foliage. We consider this climber one of the best.

**PAUL'S SCARLET CLIMBER.** (See picture.)

**SPANISH BEAUTY** (Mme. Gregoire Stacelin). Long-pointed buds of crimson, open to an iridescent pearl-pink, with splashes of ruby-carmine on the outside of the petals. These deliciously fragrant blooms are produced so lavishly that they almost hide the plant, and coming as they do on long stems, 12 to 18 inches, they are perfect for cutting. The long blooming period is followed by the largest Rose seed-pods we know.

**TAUSENDSCHON.** The buds are cherry-pink, opening to very double flowers of softer shades, all shades being found in a single cluster. A moderate grower.

**WHITE DOROTHY PERKINS.** Of the same habit of growth as the Dorothy Perkins. Where a white Rambler is wanted, we recommend this variety.

*Left  
Dorothy  
Perkins*



CLIMBING AMERICAN BEAUTY

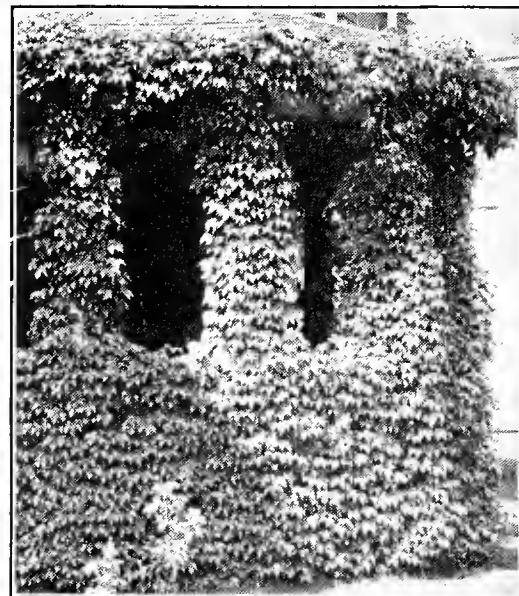


# McKAY'S Hardy Climbing Vines



*Englemann Ivy*

*Vines are the lace and frills of nature's dress. They beautify barren walls and fences; they soften the hard architecture of buildings. They will quickly drape themselves over a trellis or arbor, providing beauty of leaf and flower as well as cooling and refreshing shade. There is a vine for every purpose.*



*Boston Ivy*

## AMPELOPSIS - Ivy

**VIRGINIA CREEPER or AMERICAN IVY** (*Quincefolia*). A hardy, rapid climber, with large, five-lobed leaves which change to bright scarlet or crimson in autumn. Not a climber.

**ENGLEMAN IVY**. Shorter jointed and having finer foliage than *Quincefolia*. Clings to brick or stone. A good grower and hardy. The best for the North and Northwest.

**BOSTON IVY** (*Veitchii*). It is a splendid plant for covering any object, as it clings perfectly to the smoothest surfaces. The foliage is a bright glossy green, changing to bright tints of scarlet, crimson, and orange. Kills back some in cold, severe winters.

## CLEMATIS

This family of plants is noted for its rapid, slender growth, delicate foliage and profusion of bloom through the summer. They do best in rich soil, and where they can have plenty of sun. We give a few of the best. Give winter protection in this section.

### Large Flowering Types—Blooming June and July

**JACKMANI**. Flowers are large, intense violet-purple. Remarkable for its velvety richness. It is a free grower and an abundant bloomer. The petals have a ribbed bar down the center; broad central tuft of pale green stamens.

**MADAME EDOUARD ANDRE**. Flowers a beautiful, bright, velvety red.

**HENRYI**. A robust plant and free bloomer. Flowers large, creamy white.

### Small Flowering Type — Blooming in September

**PANICULATA**. One of the most desirable and beautiful hardy garden vines, being a luxuriant grower and profuse bloomer, and possessing fine foliage; particularly useful for covering porches, arbors, trellises, and fences. Flowers are white, medium size, star shaped, and very fragrant.



*Silver Lace Vine*



*Clematis Jackmani—a charming sight when covered with its purple flowers*

## CELASTRUS - Bittersweet

**BITTERSWEET** (*Scandens*). A native climbing or twining plant, with fine, large leaves, yellow flowers and clusters of orange-capsuled fruit. It grows 10 to 12 feet in a season.

## CLIMBING HONEYSUCKLE

### Lonicera

**EVERBLOOMING HONEYSUCKLE** (*Heckrotti*). A new variety of vine honeysuckle blooming continuously from June until frost. Flowers trumpet-shaped, flame-red outside and golden yellow inside. Delightfully fragrant, especially evenings. A superlative variety; beautiful and hardy. May be grown as vine, shrub, hedge or ground cover.

**HALL'S JAPAN** (*Halliana*). An almost evergreen variety, with pure white flowers, changing to yellow; very fragrant and a vigorous grower. Covered with flowers from July to October.

**SCARLET TRUMPET** (*Sempervirens*). Flowers deep red, trumpet-shaped; flowers all summer; a native climber and appropriate for trellises and rockwork. One of the handsomest.

## MATRIMONY VINE - Lycium

Bushy, rapid growing vine, especially desirable for covering unsightly banks. It has inconspicuous purple blossoms in June, followed by enormous quantities of brilliant red berries in the fall that hang into the winter. Hardy.

## SILVER LACE VINE

### *Polygonum Auberti*

The name gives a very good description of the beautiful lacy appearance of this late blooming vine. It is covered with a foamy spray of delicate white flowers which appear late in the summer and usually last until frost. A strong grower and 2 plants will provide a good start in covering an ordinary porch the first year. The vine often grows as much as 25 feet in one season. Hardy and satisfactory if covered—if not covered will winter-kill. Cut off in fall to 12 inches above ground and cover with hay or leaves.

## TECOMA - Trumpet Flower

**TRUMPET CREEPER** (*Radicans*). A splendid, hardy, climbing plant, with large, trumpet-shaped scarlet flowers in August.

## WISTERIA

**CHINESE PURPLE WISTERIA** (*Sinensis*). Most elegant and rapid growing of all climbing plants; attains immense size; has long, pendulous clusters of pale blue flowers in June. Our plants are grafted with wood taken from plants of blooming age; such plants blossom younger than plants not grafted.



*Clematis Paniculata*



# McKAY'S Colorful Perennials

Many home owners feel that their planting plans are not complete without including a proper proportion of hardy flowering plants. The ease of maintenance together with the varied scope of usefulness account in large measure for the importance of these offerings.

**ACHILLEA, The Pearl.** Small, double white flowers, covering plant in July. 2 feet.

**ALYSSUM, Saxatile.** Small golden yellow flowers, completely covering plant in early spring. Very showy; fine for the rock garden.

**AQUILEGIA (Columbine).** Handsome, long-spurred flowers, borne on long stems above good foliage. The flowers are quaint in shape, exquisite in color and stay fresh a long time after cutting. 18 to 24 inches high. Blooms in May and June.

**ARABIS, Alpina.** Fine rock plant, low growing and completely covered with snow-white blossoms in early spring.

## ASTERS, Fall-Blooming Varieties.

**Climax.** A tall growing Aster. Flowers very large, semi-double, pale lilac-blue. August and September. 3 to 5 feet tall.

**Blue Gem.** Huge panicles of fine, clear blue daisy-like flowers.

**St. Egwin.** Similar to Blue Gem, except the blossoms are pink.

**ALPINE ASTERS.** A rock garden plant, growing 6 to 12 inches tall, with blue, daisy-like blossoms in early summer.

**CANTERBURY BELLS** (*Campanula medium*). Among the many plants flowering in late May and June, the Canterbury Bells are among the showiest. They come in a mixture, ranging through various shades of white, blue and pink. Grows 2 to 3 feet.

**CHRYSANTHEMUMS.** The small flowered, hardy pompon Chrysanthemums are becoming very popular again, and give showers of bloom long after frost in the fall. Can be planted only in the spring. We can supply red, white, yellow or pink.

**COREOPSIS.** Showy and valuable free-flowering perennials, continuing in bloom the entire summer. Large yellow flowers on long stems; fine for cutting; early summer until frost. 3 feet.



*Bleeding Heart (Dicentra)*

**BLEEDING HEART** (*Dicentra Spectabilis*). The old-time favorite, with daintily lobed foliage and sprays of pink, heart-shaped flowers. Blooms April to June. 2 feet high.

**DWARF BLEEDING HEART** (*Eximia*). A dwarf growing sort with beautiful, finely cut foliage and showy pink flowers. Almost a perpetual bloomer as the flowers are produced all summer. 8 to 10 inches.

## DELPHINIUM (Larkspur)

Perhaps the most popular perennial grown. They are in bloom from June to September. To get the most bloom, the stems should be cut back to 6 or 12 inches above ground, after each blooming period. Of easy culture.

**BELLADONNA.** Beautiful sky-blue flowers. Blooms most of the summer until frost. Tall spikes, 3 to 4 feet high.

**BELLAMOSA.** Of the Belladonna type, but with the dark blue color of the old-fashioned Larkspur.

**GOLD MEDAL HYBRIDS.** A fine strain of mixed hybrids in various blue shades. 4 to 5 feet high.

**ENGLISH HYBRIDS.** They have immense spikes of the most beautiful flowers of every imaginable shade of blue and their season is long; in fact, they bloom nearly continuously from spring until fall. A large percentage of them will run double. Our strain of these is the finest obtainable as it is raised from seed direct from Blackmore & Langdon of England, the originators. 5 to 6 feet high.

**WREXHAM HYBRIDS.** Similar to the English Hybrids. Often referred to as the Hollyhock strain. Blues and lavenders in all shades, and mostly double. 5 to 6 feet high.



*Coreopsis*

## DIANTHUS.

**Sweet William** (*D. Barbatus*). The old-fashioned Sweet William. Assorted colors. Our strain is the finest obtainable. 1½ to 2 feet high. June and July.

**Maiden Pink** (*D. Deltoides*). For the rock garden. 6 to 12 inches high and completely covered with small, brilliant red flowers in midsummer.

**Hardy Pinks** (*D. Plumarius*). A low growing variety about 1 foot high. June and July. Have spicy fragrance. Fine for the rock garden.

## FUNKIA.

**Lavender Day Lily** (*F. Lancifolia*). Narrow leaves with spikes of lavender flowers. 1 foot tall. Very fine for bordering. Does well in the shade.

**White Day Lily** (*F. grandiflora*). Pure white, lily-like flowers. A profuse bloomer. Two feet.

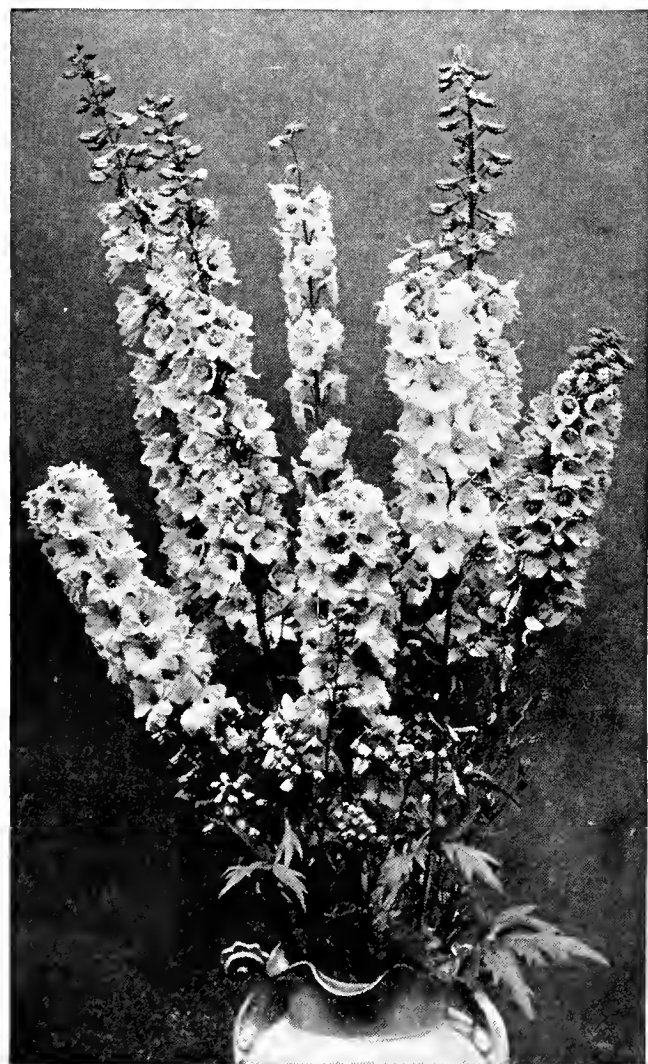
**GAILLARDIA** (*Blanket Flower*). A very ornamental perennial. Flowers crimson and gold, two inches across with a red center. Very showy. Blooms from early summer until autumn. Must have winter protection.

**GYPSOPHILA** (*Baby's Breath*). Produces large panicles of very small white flowers. June, July and August. Fine for bouquets, with other flowers.

**HOLLYHOCK.** The well-known favorite of the old-time garden but much improved. Our strain is the finest, the seed originally obtained from Germany. They are mostly double and in mixed colors.



*Gaillardia*



*Delphinium - Larkspur*



*Dianthus Barbatus—  
Sweet William*



## IRIS

**GERMAN.** (Tall Bearded Iris). One of the most interesting of all perennials, with magnificent flowers in all colors. No flower in the perennial border surpasses the Iris in delicacy of texture and color, or is more showy and pleasing in general appearance. They rival the orchid of the tropics in beauty. Has broad, lancelike foliage and the wonderful flowers are produced on long stalks in May and June.

*S*—Indicates Standards or upper petals.

*F*—Indicates Falls or lower petals.

We Offer the Following Choice Varieties:

**Alcazar.** S. bluish violet; F. velvety purple. Early; immense flower; fragrant.

**Caprice.** S. and F. reddish purple, blending to lavender at base of petals.

**Duke of York.** S. and F. soft mauve-blue, exquisite.

**Dream.** S. soft rose-pink; F. deeper pink, almost a self color. Fragrant.

**Florentina Alba.** White, tinted porcelain. Very early, fragrant.

**Lent. A. Williamson.** S. soft violet; F. velvety royal purple. Very large, one of best. Early.

**Pallida Dalmatica.** Lavender-blue shading to a silvery blue. Tall and vigorous.

**Parisensis.** S. and F. dark purple. Medium sized flower.

**Primrose.** S. and F. deep clear yellow. Beautiful.

**Prosper Laugier.** S. bronze-red; F. velvety ruby purple. Midseason. Very fine.



Peonies, Mons. Jules Elie

**DWARF GERMAN IRIS** (Pumila). Grows 4 to 6 inches high. Deep velvety blue flowers. Very early spring bloomer. Splendid for naturalizing or edging the pool or perennial border.

**JAPAN IRIS.** Blooms in July after the German Iris is through, with large, flat flowers of 3 or 6 petals in all colors. Needs winter protection.

**SIBERIAN PURPLE IRIS.** Foliage long, slender and graceful; flowers borne on slender stems about 18 inches to 2 feet high. Flowers deep, clear purple. Perfectly hardy.

**JAPANESE SPURGE** (Pachysandra). A trailing plant 6 to 8 inches high, forming broad mats of bright glossy green foliage and small spikes of flowers during May and June. A ground cover which grows in all shady situations and under Pine trees.

**LEMON LILY** (Hemerocallis Flava). Long, narrow leaves and fragrant, lemon-yellow lily flowers in June and July. 1½ to 2 feet.

**LIATRIS** (Blazing Star). Blooms in midsummer and throws up long, narrow spikes of rich purple flowers. 2½ to 3½ feet high.

**LILY-OF-THE-VALLEY.** The well-known Lily-of-the-Valley that blossoms in early summer. Very hardy.

**LINUM** (Flax). Lovely with fernlike, blue-green foliage, covered with bright sky-blue, bell-shaped flowers all summer. Fine for either the perennial border or the rockery. 1½ feet.

**MALLOW, ROSE** (Hibiscus). The Mallows are valuable border plants, having handsome, broad leaves and large, showy blossoms resembling large, single Hollyhocks. 3 to 4 feet high.

**MONARDA.** Showy and brilliant perennial, with large heads of fragrant, scarlet flowers. Grows 1½ to 2½ feet high, and flourishes in any soil. A beautiful adornment to the flower garden. June-August.

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## PEONIES

Fine hardy plants, rivaling the Rose in perfection of bloom and coloring, and requiring little care, as they thrive and do well in any soil. Colors range from pure white to deep crimson. They can be planted in the fall or in the spring. In the following descriptions the season of bloom is indicated by "early," "midseason" or "late."

### PINK

**Edulis Superba.** Dark pink. A round ball of flower petals sitting on a saucer of large guard petals. Very early; fragrant. Called the Decoration Day Peony.

**Floral Treasure.** Lilac rose. Rose type flower; midseason; fragrant.

**Mons. Jules Elie.** Flesh-pink, shading to lilac at base of petal, while the tips of petals are overlaid with a sheen of silver. Enormous, large full flowers, resembling Chrysanthemums. Early; pleasing fragrance. A very highly rated Peony.

**Sarah Bernhardt.** Apple-blossom-pink, with each petal silver-tipped. Large, semi-rose type; late; pleasing fragrance. A good grower and a prolific bloomer.

**Therese.** Satiny pink, with a glossy reflex. Enormous flowers of the Chrysanthemum type. Midseason; delightfully fragrant. Sometimes called the world's best Peony and the "Queen among Queens."

### RED

**American Beauty.** Medium red, very double; late; fragrant. A strong grower.

**Defiance.** Light red; single flowers; early. This is one of the best single flowering varieties.

**Felix Crousse.** Brilliant red; large ball-shaped flowers; late midseason; fragrant. A very popular red.

**Karl Rosenfield.** Clear crimson-red; large rose type flowers; early midseason. Most excellent bloomer.

**Richard Carvel.** Bright crimson-red; large globular flowers; early; fragrant. A magnificent early red Peony and a profuse bloomer.

### WHITE

**Avalanche.** Waxy white flower, creamy guard petals with a few flecks of red in the center. The globular flowers open like a rosebud. Late midseason; fragrant.

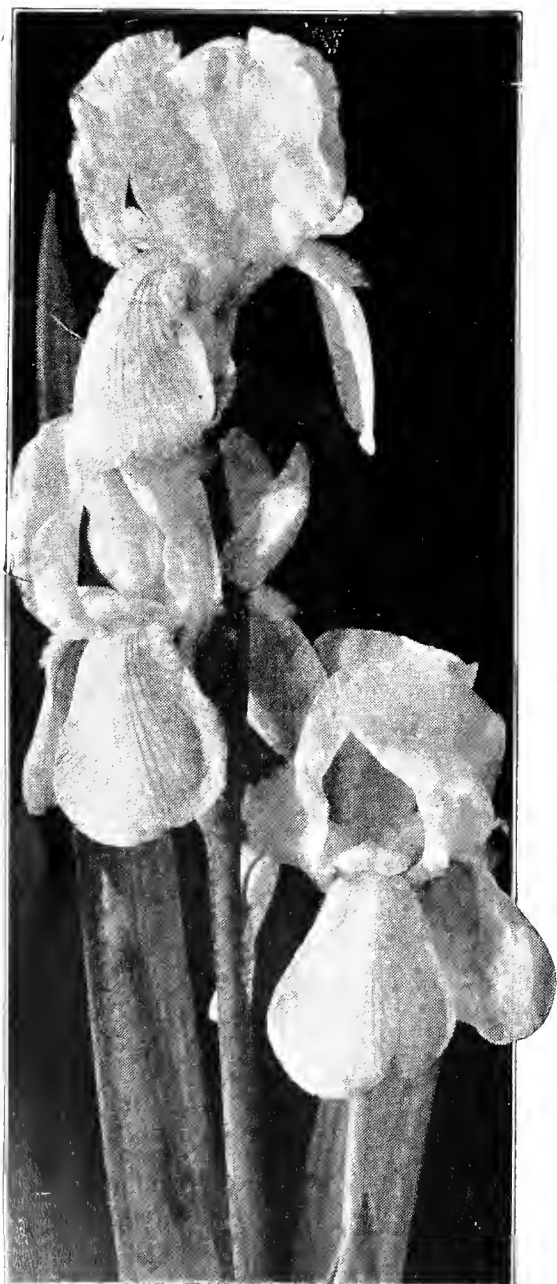
**Baroness Schroeder.** A soft pink, fading to a milk-white as it opens. Large full flowers of good substance. Late midseason. Fragrant.

**Festiva Alba.** White; globular flower; midseason.

**Festiva Maxima.** Pure white with a fleck of crimson in the center. Large globular flowers of rose type. Rose fragrance; early. An old standby and the best early white.

**Madame de Verneville.** Pure white, center tipped carmine. Blooms full and double; early; fragrant.

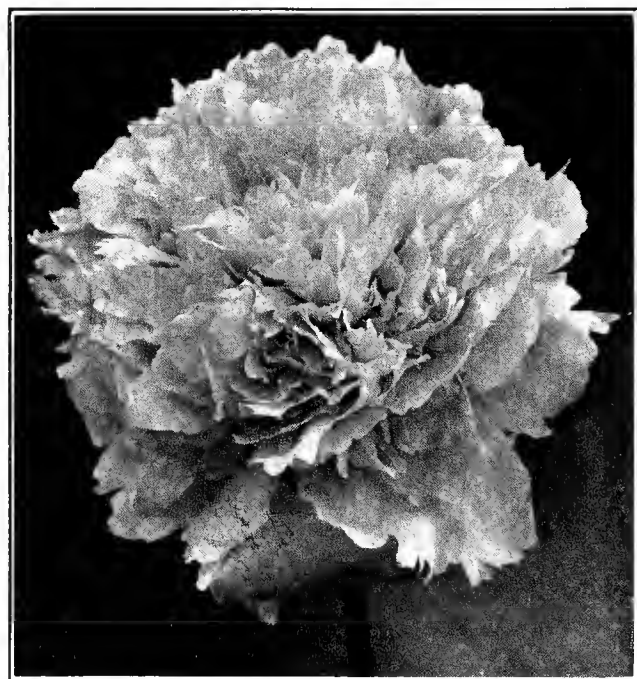
**Solange.** Lilac-white deepening toward salmon in the center. A large compact, perfect formed rose type. Late; fragrant; free bloomer. A very beautiful distinct color and one of the finest Peonies in existence.



German Iris



Shasta Daisy



Peony, Karl Rosenfield



"It's Not a Home Until It's Planted"



PHLOX

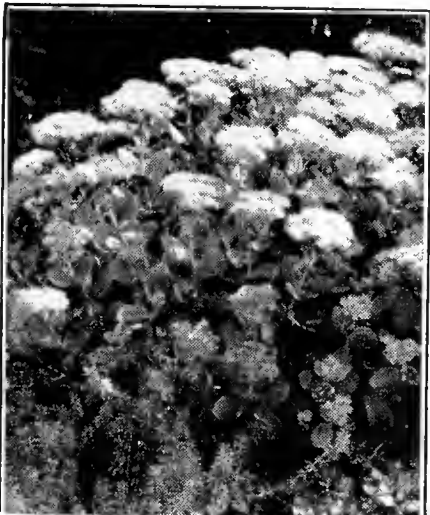
Tall Summer Blooming

Hardy Phlox are among the most beautiful and showy plants to be found in the garden. They bloom in late July and August, and if the first blooms are removed, will continue to blossom into late fall. They succeed in almost any well-enriched soil. They are quite hardy, requiring only a light mulch for the winter. We offer the following choice varieties in all conceivable shades and colors.



Phlox, Beacon

- Beacon. Brilliant cherry-red.  
Count Zeppelin. Clear salmon-pink, with crimson eye. Color does not fade. Very large florets. Long blooming, from July to frost.  
Enchantress. A deep salmon-pink. Strong grower.  
Firebrand. Brilliant orange-scarlet. Very popular.  
Lillian. Beautiful pure pink, large flowers, heavy bloomer.  
Milly. Bright pink with delicate mauve suffusion; large flowers, strong grower.  
Miss Lingard. White, large flowers, blossoming a month earlier than other varieties.  
Morgenrood. Flashy rose-pink, with slightly darker eye; large florets, strong grower. Blooms July to frost.  
Mrs. Jenkins. White. Tall grower. Late blooming.  
Mrs. Scholten. Deep salmon-pink, large pyramidal spikes.  
R. P. Struthers. Bright rosy carmine, red eye. An old favorite variety.  
Rijnstroom. Rose-pink. Large flowers.  
Siebold. Orange-scarlet, crimson center. Large flowers.



Sedum Spectabile

- PHLOX Subulata. A creeping Phlox for the rock garden. The plant is completely covered with blossoms in May. Blue or pink.  
POPPY, Oriental. For a gorgeous display of rich brilliant coloring, nothing can excel the Oriental Poppies during their period of flowering in May or June, and whether planted singly or in masses their large flowers and freedom of bloom render them conspicuous in any position.  
PYRETHRUM (Painted Daisy). A daisy type of flower in colors ranging from pure white, through shades of pink to deep crimson. Some double, some single. Very fine for cut flowers. Fernlike foliage.  
RUDBECKIA (Purple Coneflower). Large, daisy-like flowers of purplish lavender with brown centers, from midsummer until frost. Very fine and hardy. 3 to 4 feet high.  
SHASTA DAISY. This is one of the most popular perennials, growing 2 feet high and bearing during June and July great masses of daisy-like flowers, with white petals and yellow centers. Valuable as a cut flower.

SEDUM

Members of this family have thick glaucous leaves (like cabbage, but small). They are hardy, drought-resistant and prefer sun.

- Acre (Mossy Stonecrop). Grows 3 inches high. Bright yellow flowers in May. Fine for rock gardens.  
Album. Another low grower of 2 or 3 inches. White flowers in July.  
Sarmentosum. Another low creeper. Yellow flowers in June. Used for filling rock crevices on walls, steps and rockeries.  
Spectabile. An erect growing variety, 12 inches high. Flat heads of rose-colored flowers in August and September. Indispensable for adding late summer color to the perennial border.

- VERONICA. The deep azure-blue spikes of flowers, blooming through July and August are fine for cutting. Hardy. Grows 2 feet high.  
VINCA minor (Periwinkle). A trailing evergreen perennial, used as a ground cover under shrubs or trees. Will grow in very shady situations. The foliage is a dark glossy green and the flowers are blue.  
VIOLA. A very fine border plant. Flower resembles a huge violet. Blossoms continually from May to October. Should be clipped back several times throughout the blooming season so no seed pods form. Easy to grow. Yellow or purple.  
YUCCA. Its "Iris-like" foliage is almost evergreen. The plant itself is 1½ feet high, but the flower-stalk shoots up to 4 feet high where it displays clusters of creamy white, bell-shaped flowers in July.

TABLE of PERENNIAL FLOWERS and THEIR CHARACTERISTICS

COLOR LEGEND	
B —Blue	R —Red
O —Orange	W—White
Pi —Pink	Y —Yellow
Pu—Purple	

Variety	Height	Color (See Legend)	Type of Flower	Sun or Shade	Remarks	
Early Spring Bloom (May)						
Bleeding Heart	2 ft.	Pi	Drooping raceme	Partial shade	In rich soil; blossoms all summer.	
Lily-of-the-Valley	8 in.	W	Small spike, bell	Partial shade		
Viola	6 in.	Y, R, B, Pu	Violet shape	Sun		
Aquilegia	18 in.	W, Pi, Y, R, B	Bell-shaped spurs	Either	For perennial border or rock garden.	
Iris, German	18-30 in.	B, Pu, P, Y, W	Spikes	Sun	Old-fashioned flower, should be in every garden.	
Oriental Poppy	2 ft.	R, O.	Large saucer, single	Sun		
Early Midsummer (June-July)						
Paeonia	2-3 ft.	R, Pi, W	Large balls	Sun	You should have paeonias even though no other flowers. Semi-hardy; good cut flower.	
Pyrethrum	18 in.	Pi, R, W	} Daisy shape	Sun		
Shasta Daisy	2 ft.	W		Sun	} { Very good plants for the perennial border. Showy; good cutting flowers.	
Coreopsis	18 in.	Y		Sun		
Gaillardia	2 ft.	Y, R		Sun	If cut frequently, will bloom a long time.	
Hardy Pinks	12 in.	Pi, R, W	Daisy shape	Sun	} { For perennial border and rock garden.	
Sweet William	12 in.	R, Pi, O	Daisy shape	Sun		} { Very good cutting flowers.
Yellow Day Lily	2 ft.	Y	Lily flower	Either	Very satisfactory border flower, or for naturalizing.	
Larkspur	3-4 ft.	B, Pu	Large spike	Either	} { Plant to rear of perennial border or along garage or fence in large groups.	
Hollyhocks	4-6 ft.	R, Pi, Y, W	Large spike	Sun		} { Border, rock garden, naturalizing.
Siberian Iris	2 ft.	B, W	Small spike	Sun		
Late Midsummer (July-Aug.)						
Campanula	2 ft.	B, W	Cup-shaped bells	Sun	Border, rock garden.	
Lavender Day Lily	18 in.	B	Lily	Either	Fine for edging perennial border, does well in shade.	
Gypsophila	2 ft.	W	Baby's Breath spray	Sun	A little of this helps any flower bouquet.	
Phlox	2-3 ft.	R, Pi, W	Large heads	Sun	An old garden favorite, very satisfactory.	
Platycodon	18 in.	B, Pu	Bells on spike	Sun	Perennial border, rockery.	
Yucca	3-4 ft.	W	Long spike	Sun	Perennial border accents, also among evergreens.	
Tiger Lily	3-4 ft.	O, R	Lily	Partial shade	Grows in any soil.	
Monarda	2 ft.	R	Daisy	Sun	Perennial border, rockery.	
White Day Lilv	18 in.	W	Lily	Either	Good accent plant for perennial garden.	
Fall Bloom (Sept.-Oct.)						
Boltonia	4-5 ft.	W	Daisy	Either	Perennial border, or for naturalizing.	
Hibiscus (Mallow)	3-4 ft.	R, Pi, Y, W	Large saucer, single	Sun	Plant like hollyhocks, in large groups.	
Sedum	12 in.	Pi	Flat heads	Sun	Excellent for border or rock garden.	
Fall Aster (Hardy)	3-4 ft.	B, Pi, Pu	Daisy	Sun	Unusually satisfactory fall flower for tall border.	
Chrysanthemum	3 ft.	R, Pi, Y, W	Double daisy	Sun	Last flower to bloom before winter sets in.	



McKay Nursery Company

# McKAY'S Profitable Apples

McKay's Profitable Apples have been justly styled, "The King Fruit of the Northwest"—a by-word among farmers and orchardists. No other fruit is as widely grown and no other Apples have met as universal a demand throughout this territory. No other fruit offers so many variations in quality and usefulness. No other gives such a long period of enjoyment as a fresh fruit—very late keeping varieties lasting over until the early varieties of the following season are ripe. Every farm home should have a family orchard featuring McKay's Profitable Apples. A careful selection will provide fruit all year.

## Summer Varieties

\***ANOKA.** The Anoka Apple is attracting attention because it bears freely on one-year-old wood, beginning the second year after planting, and annually thereafter. Fruit is similar to Duchess. Very hardy and blight resistant. Ripens early, about the time of the Duchess or a little before.

\***BEACON.** Originated at Minnesota Experiment Station at Minneapolis, from where so many of our other good, new fruits have come from in recent years. The fruit is medium size, round with a glowing beacon-red color. Flesh, yellowish white, fine grained and of a mildly sub-acid flavor. Season, late summer, like Duchess, but keeps a month or two longer. Fruit holds well to tree, even after it is ripe. Tree is of an upright spreading habit, vigorous and productive. It is hardy throughout Northern Wisconsin and Minnesota. An excellent new variety for either the home orchard or the commercial fruit grower, because of its exceptionally good quality for a summer apple; its color, productivity and ability to stand up under market conditions.

\***DUCHESS** (Oldenburg). A large, beautiful Russian Apple, round, streaked red on yellow ground; tender, juicy, very acid. Fine for cooking. Bears early; productive. September. See cut page 39.



Mr. W. G. McKay, Pres.  
McKay Nursery Company  
Madison, Wisconsin

Dear Mr. McKay:



We have just finished planting out the 1138 Apple trees and we must say they certainly are a fine bunch of trees. We expect to set out 18 acres more next spring and will certainly be glad to get in touch with you then. We just thought perhaps you would like to know how the setting out of the 11 acres went.

Thanking you for past favors, we are

Very truly yours,

SWARTZ BROTHERS

Per *Peter H. C. Swartz*

**EARLY MCINTOSH.** A McIntosh of Yellow Transparent season. Who can name an early Apple with fewer faults than a McIntosh ready to eat in August? That is what **Early McIntosh** is. Besides pleasing the taste, this Apple pleases the eye. The red is handsome; the uniform round shape is most attractive. The trees are vigorous, hardy, healthy, productive, and bear annually. The parents of Early McIntosh are Yellow Transparent and McIntosh. The crop ripens 10 days later than that of Yellow Transparent, but before Duchess.

\***LIVELAND** (Lowland Raspberry.) Of Russian origin; color white, shading to crimson; flesh white; tree hardy, long-lived. Very juicy and sweet. July to August.

**MELBA.** A McIntosh of Duchess season. By long odds the finest early eating Apple of McIntosh parentage and of real McIntosh quality. The tree is very hardy, makes a strong, vigorous growth, and bears early and abundantly. Ripens late in August with Duchess. Originated at Central Experimental Farm, Ottawa, Canada. Horticultural authorities believe that Melba will eventually replace Duchess.

**ST. LAWRENCE.** An Apple of the Wealthy type; however, it has an unusual aroma and flavor, which is very delicious. Tree of an irregular spreading habit and a good fruiter. Season September and October.

\***YELLOW TRANSPARENT.** Medium, white, changing to lemon-yellow, smooth waxy surface; of good quality, with crisp flesh; very early. Valuable for market. July and August.

## Plant LARGE Apple Trees

We can supply a limited number of large, ready-to-bear apple trees. These trees have been transplanted several times in our nursery. This makes for a fibrous root system and insures successful transplanting. These large ready-to-bear apple trees are well adapted to estate planting. They are sold only at the nursery.

## SPECIAL — One Tree Apple Orchard

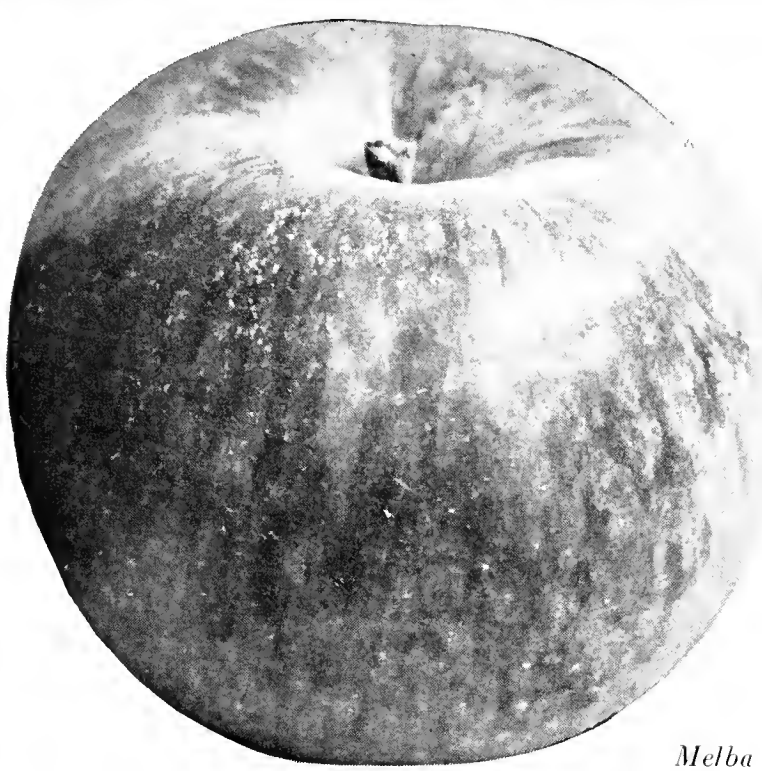
### SEVERAL KINDS OF APPLES ON ONE TREE

An apple tree, grafted to several varieties, is an ideal tree for the city man with limited planting space. One or two such trees, planted in the rear yard is a delightful addition to any home. We are growing these into large, ready-to-bear trees and sell them only at the nursery.

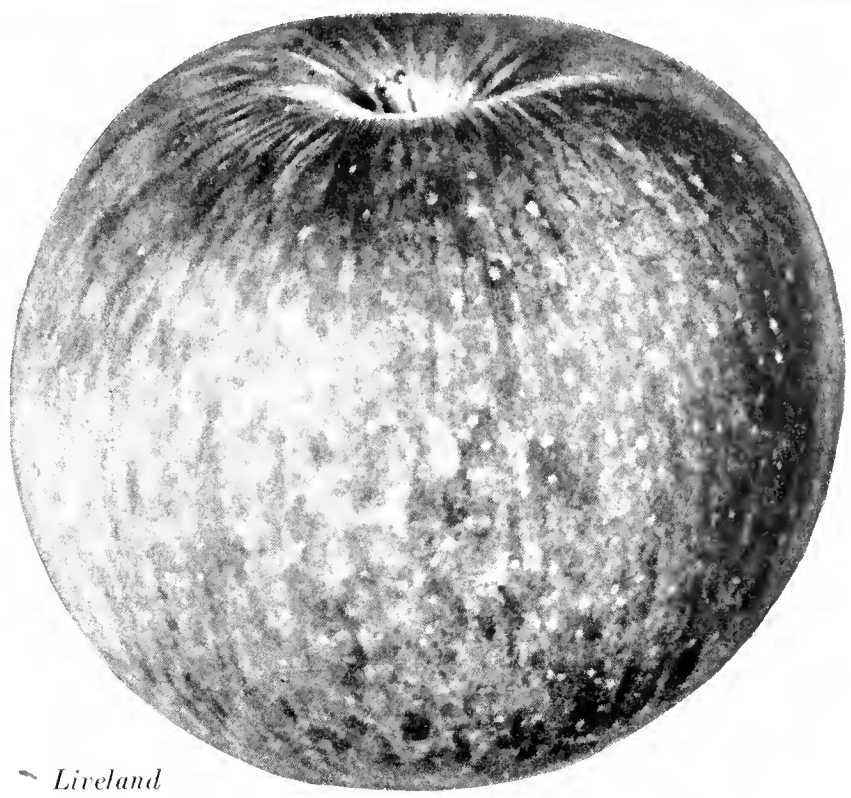
*Here is a typical view of a field of McKay's fruit trees. The quality of this stock and the care it has had is clearly evident*







Melba



Liveland

## Fall Varieties

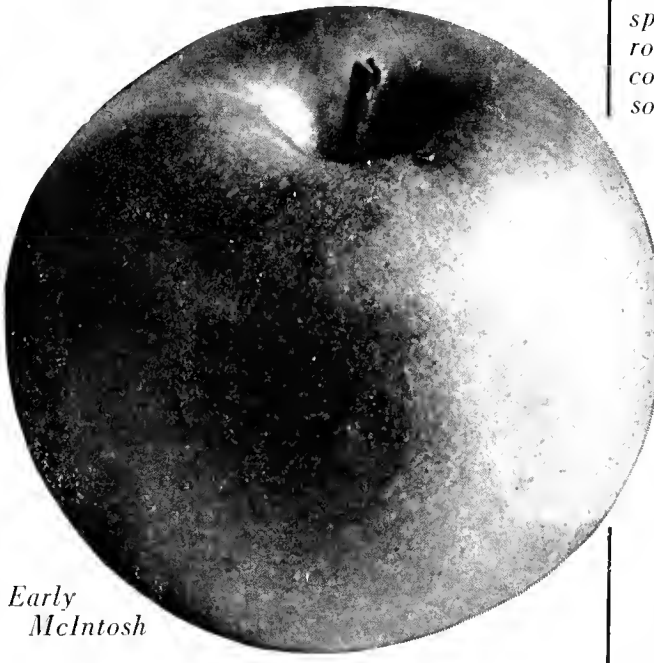
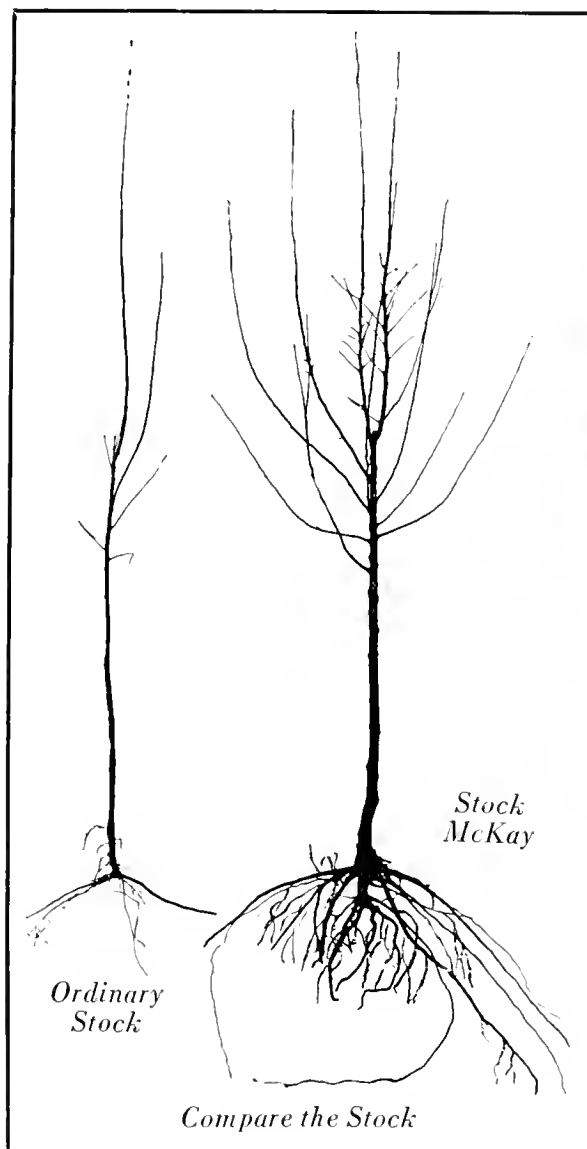
**\*DUDLEY (North Star).** Much like Duchess, only it is a winter apple; less tart and of better quality. Perfectly hardy in the coldest climate. Originated in Northern Maine and there considered their finest Apple. Valuable for the North.

**\*HIBERNAL.** Originated in Russia. Season November and December. This variety represents what is probably the hardiest type of the Russian race, and is useful in the very northern parts of the country. Tree is sturdy, vigorous and productive.

**MILTON.** A McIntosh of Wealthy season. A McIntosh-like Apple which ripens with Wealthy and a month before McIntosh. The tree is hardy and vigorous. The fruits are pinkish red with a heavy bloom—most beautiful. The flesh is white, tender, crisp, juicy, and of McIntosh flavor and aroma. The handsomest of all the McIntosh tribe.

**\*WEALTHY.** Origin, Minnesota. Season September to November. Fruit large, regular, smooth, light yellow with crimson stripes and splashes; flesh white, often stained with red, tender, very juicy, slightly sub-acid with delicious aroma. Splendid dessert and cooking Apple. Market demand never filled. (See cut on page 38.)

**\*WOLF RIVER.** Season October to January. One of the largest Apples grown in the North. Color yellowish green with stripes and splashes of carmine; flesh nearly white, firm and rather coarse grained; flavor sub-acid, fair to good.



Early McIntosh

**MULCH:** A mulch of hay leaves, grass clippings, etc., around the base of the plant helps to conserve moisture.

**FERTILIZER:** Should be placed on top of the ground and worked in with a hoe. Never put fresh manure in the hole, for if it comes in contact with the roots it will burn and kill them.

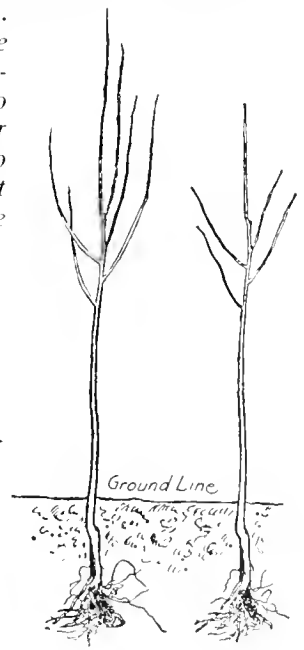
## How to Plant

Proper planting, pruning and watering are essential to the success of nursery stock. The ground should be plowed or spaded deeply. Holes should be large enough so the roots can be spread out without crowding. Lots of water should be used. Roots should be pruned so there are plenty of fresh ends to come in contact with the soil. Soil should be packed firmly around roots so there are no air spaces and so roots are in tight contact with the soil.

**NOTE**  
Fruit tree as it comes from our nursery

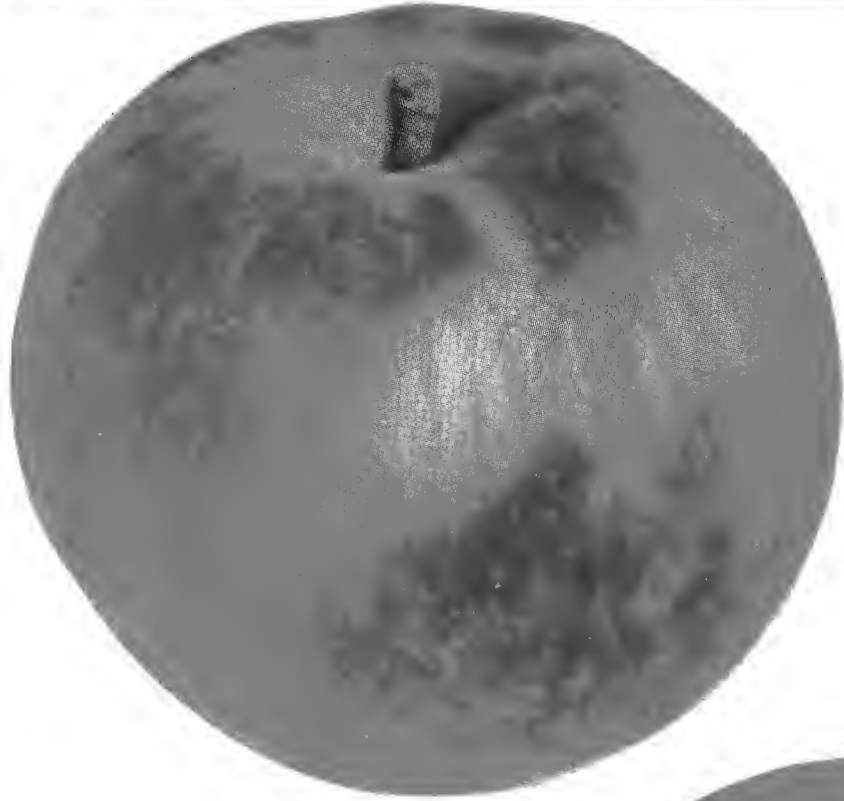
→

And the same tree properly pruned at planting time



**PRUNING:** Part of the top of the tree must be pruned at time of planting so as to reduce the amount of top the roots have to feed while they are getting established. See illustration.

**WATERING:** Surface sprinkling does very little good. Take nozzle off hose and let water run around plant until ground is thoroughly soaked for a depth of 12 to 18 inches. Never let ground dry out.



*McIntosh*

## Winter Varieties

**BALDWIN.** Large, roundish; skin deep red; flesh juicy, crisp, sub-acid, good flavor. December to March.

\***BEN DAVIS.** The great market Apple of the West and South, largely planted also in the East. One of the best for profit. It is a splendid keeper, and fine for cooking. December to April.

\***CORTLAND.** A winter McIntosh. It is an improved late McIntosh. The fruits of the two varieties are similar, but those of Cortland average larger, and are more uniform in size. They have much more color and the red is brighter. The taste of Cortland can hardly be distinguished from that of McIntosh. The flesh is firmer but just as juicy. Keeps until February or March. The apples do not drop as readily and ship better. Cortland is one of the best apple introductions of the century.

**DARK RED DELICIOUS.** A Delicious Apple that has a dark red color all over, making it one of the most attractive Apples for the market or home use. As it colors before it matures, it can be picked before fully ripe.

**DELICIOUS.** This variety has a delightful flavor and is an exceedingly good variety for either home or commercial orchard. It is a long keeping winter Apple with a season from December to May. The Apple is striped and marked with bright and dark red. The tree is a good grower, with strong branches capable of bearing large crops of fruit.

**GOLDEN RUSSET.** Medium size, very tender, juicy, rich, sub-acid; high quality. October to January.

**GRIMES GOLDEN.** Medium to large size, round, rich golden yellow, sprinkled with light gray dots; flesh crisp, tender, rich and juicy, sprightly. January to April.

\***GOODHUE.** This variety of the famous Perkins seedlings is a splendid midwinter Apple. It is larger than the Red Wing, has the same color markings, only slightly more pronounced.

\***HARALSON.** Originated at the Minnesota Fruit Breeding Farm. Tree vigorous, upright in growth and very hardy; fruit large size, colored with an even red over the entire surface; flesh fine grained, tender, juicy, sub-acid, good quality, young bearer. Keeps in common storage until early spring. Best winter variety for the North.

**JONATHAN.** Medium, roundish; yellow, nearly covered with red; fine grained, tender, and finely flavored. November to April. Should not be planted in extreme North.

**KENDALL.** Of all the McIntosh seedlings originated at the Geneva, N. Y. Station, Kendall, the last one introduced, is easily the most attractive. This Apple is handsomely colored over the entire surface with dark red covered with a rich bloom. It is attracting a great deal of attention from fruit growers. Its season is about that of the McIntosh, but it keeps a little longer. The apples are large, trim in outline, and possess the whitish, fine-grained flesh of McIntosh. The flavor is much the same but more sprightly than that of McIntosh. The apples hang better than McIntosh. Kendall promises to be the "apple of apples" in the McIntosh season.

**MACOUN.** A late McIntosh. Produces a late crop of red-skinned, white-fleshed, richly flavored, aromatic, McIntosh-like apples. The season is about a month later than that of McIntosh. In shape, the fruits of Macoun are similar to those of McIntosh. The color is a dark red, less striped, and with a heavier bloom. The flesh is much the same in color, texture, flavor, and aroma. The trees bear regularly and heavily. Macoun comes in long after all other McIntosh-like apples are out of season and fills out the season to make certain of "a McIntosh every day in the year."

\***McINTOSH.** Origin, Ontario, Canada. Season December and January. A choice variety of the Fameuse type. Tree vigorous, with spreading head; a good annual bearer. Fruit above medium to large, highly perfumed; smooth, polished yellow, almost covered with brilliant solid crimson, a beautiful fruit; flesh snow-white, crisp, very tender, sprightly, aromatic, sub-acid; very good quality. One of the best market varieties.

**MINNESOTA No. 1007.** Another new variety just introduced by the Minnesota Experiment Station. Medium sized, late winter Apple of a bright red color. Good quality and keeps until May. Hardy for Central and Northern Wisconsin. An Apple of great promise.

**NEWFANE.** Produces large sized fruit of a very attractive red color. The shape is oblong-conic and the flesh tender, medium juicy, mildly flavored with a pronounced Delicious aroma. Newfane is a delicious dessert apple for the Christmas season.

**NORTHERN SPY.** Large, roundish conical, often flattened, slightly ribbed; handsomely striped with red; flavor rich, aromatic, mild sub-acid, fine. Keeps through winter and late into spring.

\***NORTHWESTERN GREENING.** Origin, Wisconsin. Season December to June. Fruit large to very large; green, becoming yellowish green when ripe; flesh yellow, fine grained and firm; flavor a good sub-acid.

**ORLEANS.** Is of the Delicious type, but the fruits are more attractive in appearance and run larger in size. It comes in season with Delicious but keeps in common storage six weeks longer. It has the same rich, delicious taste that characterizes Delicious—an improved Delicious.



*Wealthy*



*Perkins*



## Winter Apples—Continued

**\*PERKINS.** Originated by T. E. Perkins of Red Wing, Minnesota. The fruit is large, dark, deep red and round as a ball. Flesh fine grained, tender, juicy, good quality and delicious flavor, and keeps until March. Tree vigorous, a good grower, heavy annual bearer. One of the best varieties for the North.

**\*RED WING.** Originated at Red Wing, Minnesota. It is a winter Apple slightly larger than the Wealthy, streaked with red on a yellow background, and shaped like Malinda; has enough acid to make it cook nicely. December to February.

**SALOME.** Tree is hardy in Southern Wisconsin, vigorous and a good bearer; fruit round; skin pale yellow, shaded and splashed with red. Season January to May.

**SECOR.** This Iowa seedling is a cross between Jonathan and Salome. The tree makes a good growth. The fruit is larger than Jonathan, keeps longer and is free of Jonathan spot. It is well colored, keeps until May, and is of high quality.

**SNOW (Fameuse).** Medium, deep crimson; flesh snowy white, tender, melting, and delicious; tree vigorous with dark wood; a fine dessert fruit; valuable for market; does well in the North. November to January.

**TOLMAN SWEET.** Medium, pale whitish yellow; flesh white, fine grained; very hardy and productive. The best winter sweet Apple for home and market. November to March.

**TURLEY WINESAP.** A greatly improved Winesap. The tree is vigorous and bears fruit early—in five or six years after planting. The great advantage of the Turley over the common Winesap is in its better coloring. The Turley becomes a rich red and of large size. Flesh slightly greenish, tinged with yellow, fine grained, tender, moderately crisp, juicy, aromatic and mildly sub-acid. Like the Winesap, its quality is delicious. Tree is a good grower of a spreading habit. Keeps until May.

**\*WINDSOR CHIEF.** Fruit of good size, rather dark red or brownish red in color and hangs well. Pleasant, sub-acid flavor and good quality. Tree is a reliable cropper, yielding moderate crops annually. On account of its hardiness Windsor Chief is regarded as a good variety for the North.

**WINTER BANANA.** October to April. Fruit large, smooth, golden yellow shaded bright red; flesh fine grained, slightly sub-acid and highly aromatic.

**YELLOW DELICIOUS.** One of the finest yellow winter Apples. Golden yellow with firm, juicy, crisp flesh. A good keeper.



*Dark Red Delicious*



*Duchess (Oldenburg)*



*Haralson*

## CRABS

Crab Apples

The hardy and improved varieties of Crab Apples, some of which are of recent introduction and promise great excellence, supply a much needed want in the more northern portions of the United States and Canada, where little else in the line of fruit can be grown. And even in the more favored localities, where other fruits are grown in abundance, Crab Apples are every year becoming more esteemed and cultivated.

**\*DOLGO CRAB.** Fruit hangs in big clusters and is fiery red. Jellies perfectly even when dead ripe. Excellent for canning. Bears young and abundantly. Extremely hardy and free from blight. A shapely tree, beautiful in flower and in fruit. It makes a very good tree for ornamental purposes.

**\*HYSLOP.** Red, not striped; fruit large, roundish ovate, produced in clusters; color dark, rich red, covered with thick blue bloom; flesh inclined to yellow, sub-acid. Tree hardy and vigorous. November.

**\*RED SIBERIAN.** Large, strong grower; pale red-yellow; good quality. Tree large, with coarse foliage; young bearer.

**SWEET RUSSET.** A yellow russet pear-shaped Crab, of a large size, very sweet and of good eating qualities. One of the best pickling Crabs. Ripens in August.

**TRANSCENDENT.** A beautiful variety of Siberian Crab. Red and yellow. August. Tree bad blighter.

**\*WHITNEY (Whitney No. 20).** (Hybrid.) Season August and September. Fruit large to very large for a hybrid; yellow, striped with red and mostly covered with red on sunny side; flesh yellow, very juicy and fine grained; flavor rich and almost sweet.

### A PROMINENT WISCONSIN LUMBERMAN WRITES:

EDWARD J. YOUNG  
ONE WEST MAIN ST.  
MADISON, WISCONSIN

McKay Nursery Co.,  
911 University Ave.,  
Madison, Wisconsin  
Gentlemen: Feb. 6, 1939

I have known and dealt with the McKay Nursery Company for many years. During this time I have planted thousands of McKay's deciduous trees, shrubs, evergreens and fruit trees with excellent results. The stock has always reached me in a fine, healthy condition and has been first-class, thrifty material.

McKay stock has been an important part in the development of our Picnic Point property. Yours very truly,

EDWARD J. YOUNG



## McKAY'S Choice Cherries

Cherries are one of the most dependable of fruits. They bear early and produce great crops each year. Every home owner, whether in city, village or country, can plant Cherries. Every housewife likes them for canning. They are most resistant to insects and diseases. Cherry trees can be used as ornamental trees as well as orchard trees.

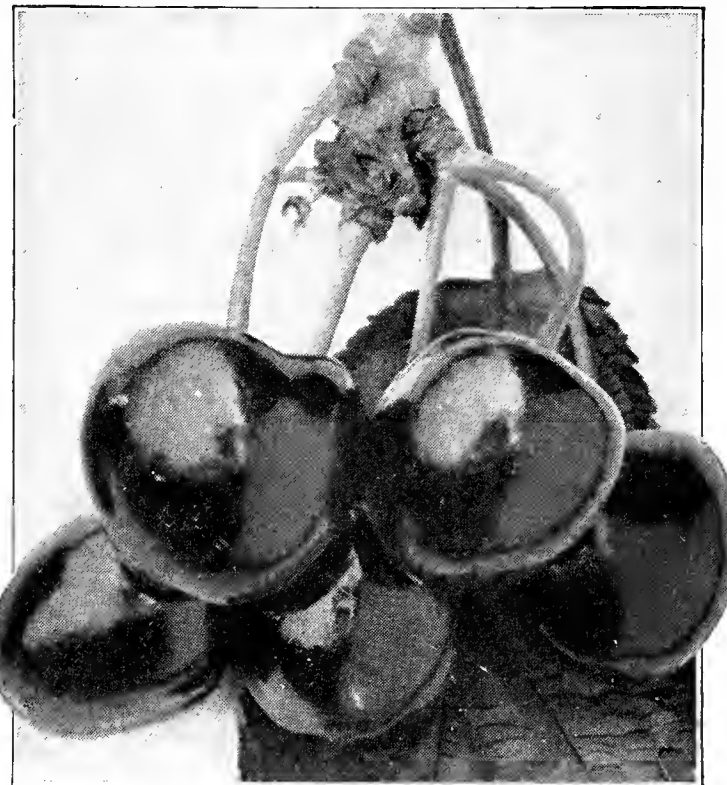
### Hardy Varieties (Sour Cherries)

**EARLY RICHMOND.** Probably the most popular variety of the central states, where it is the hardiest Cherry of its size. Exceedingly productive and very regular in bearing. The fruit is dark red, medium to large, and of a sprightly and characteristic flavor. Unsurpassed for pies, puddings, and other similar uses. June.

**ENGLISH MORELLO.** An old and popular variety. Tree rather dwarf and slender. Fruit large, very dark red; flesh tender, juicy, sprightly acid, rich. July.

**MONTMORENCY, LARGE.** Tree is very hardy and a heavy bearer; commences to fruit while young, and is loaded annually with fine crops; fruit very large, fine flavor, shining red; valuable everywhere; a week later than Early Richmond; finest acid cherry.

**WRAGG.** Large, roundish, heart-shaped; dark crimson, nearly black when ripe; flesh and juice light crimson, firm and good; very productive; one of the hardiest and is usually a sure cropper.



Large Montmorency

### Semi-Hardy Cherries (Sweet Cherries)

Sweet Cherries are grown to some extent in Michigan, but more on the Pacific coast. In general they are not hardy in Wisconsin, except in favored locations in southeastern Wisconsin, where they can be planted for trial.

**BLACK TARTARIAN.** Purplish black.  
**GOVERNOR WOOD.** Light yellow with red cheek.

## McKAY'S Hardy Cherry Plums

Cherry Plums are being grown generally throughout the Northwest. They are the results of cross breeding by horticulturists to develop Cherries that could be used in sections where the Eastern Cherries are not very hardy. They produce excellent fruit especially for canning and preserves, which has made them very popular throughout the Northwest.

**NICOLLET.** The Nicollet is the closest approach to a true Sour Cherry that has been produced so far for the central part of Wisconsin where the true sour cherry will not grow. The tree is small, finely branched, with small leaves. The fruit is small, roundish oval, thin skinned, dull cherry-red in color, with greenish yellow flesh which is tender and juicy, mildly sour, cherry-like in flavor and texture. Good quality fruit with small stones. Season August. Hardy except in extreme North.

**OKA.** Developed by Prof. Hansen at the South Dakota Experiment Station. Extremely hardy and suitable for planting where other varieties of Cherries and Cherry Plums will not thrive. The fruit is a very dark purplish red, about one inch in diameter; ripens in August. Flesh firm and of fair quality. Tree dwarf and heavy annual bearer. Especially recommended for sauce and preserves.

**OPATA.** Tree is a good grower, an early and heavy bearer. The fruit is 1 inch or more in diameter and is excellent for eating fresh and for preserves. It is a dark purplish red with blue bloom; pit small; flesh green and firm, and partakes of the rich sweetness of the Gold Plum. Fruits the last of July or first week in August.

**SAPA.** Tree moderately free grower and naturally rather crooked when young. The color of the fruit is a glossy dark purple and the flesh is rich, dark red, size 1 inch or more in diameter. They often bear quite a crop the second year. The 5- to 6-ft. trees will bear the next year after they are transplanted.

*Plant Cherry Plums in sections of state where sour cherries do not grow*

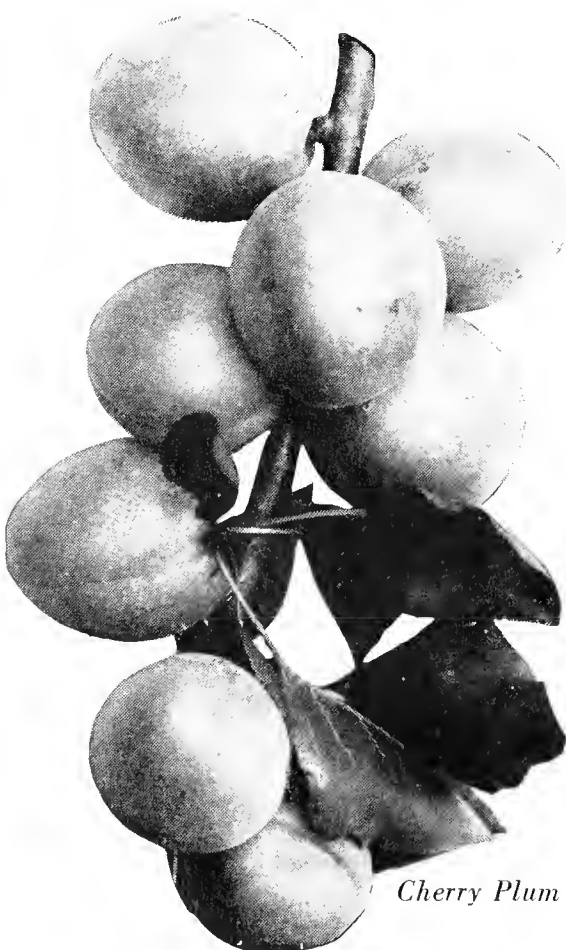
### Japanese and European Plums

These Plums are the large Plums shipped in from California. They are also grown in Michigan and the East where the climate is more favorable. Because they are only semi-hardy, they should only be attempted in southeastern Wisconsin. Though they are larger than our selected varieties described on page 41, they are not of any better quality.

**GERMAN PRUNE.** Fruit long oval, of a bluish color; medium size, greenish flesh; freestone.

**LOMBARD.** Fruit oval, of a reddish violet color; large size, flesh yellow; clingstone.

**YELLOW EGG.** Fruit long, oval, of a yellow color; medium size; flesh yellow.



Cherry Plum



# McKAY'S Big Luscious Plums

McKay's Luscious Plums have kept pace with the remarkable developments that have marked the production of new Plums for the Northwest in recent years. We can now say, conservatively, that we now offer to our patrons Plums that are at least the equivalent of any of the California varieties. Frankly, many of them are superior. And McKay's Luscious Plums are easily raised. Many varieties bear while very young, often the next year after planting. The fruit naturally finds a ready market as well as the usual home uses. Plum trees should be planted in groups of several varieties for the best results and they should be sprayed at least twice a season. The following varieties have been selected with care and are recommended with the assurance that they will give thorough satisfaction.

## PLANT PLUM TREES IN GROUPS OR CLUSTERS

As is commonly known, and as latest experiment station data has proven, Plums fruit the best when planted in groups or clusters. It is better to plant one or more trees of each of several varieties, than a cluster of trees all of the same variety. To this can be added a special pollenizing tree that will further act to fertilize the flowers at blooming time. The McKay Nursery Co. is growing a special pollenizer Plum, which it furnishes free of charge, on all Plum tree orders of four or more trees, when asked for. Be sure and ask for your free tree, when placing your Plum tree order.

**ELLIOT.** Tree a strong grower and very hardy. Originated at the Minnesota Fruit Breeding Farm. This variety is extremely productive and bears regularly; a good late variety for home use or market. Ripens about September 1st; fruit large, clingstone; pit small; quality good; color yellow overlaid with red.

**EMBER.** A large yellow Plum, blushed with red, ripening later than other Plums. The ability to hang well to the tree after ripening and to keep for two or three weeks after harvest, are its outstanding characteristics. Like most of the other good Plums that we have for Wisconsin, this variety was developed at the Minnesota Fruit Breeding Farm. It was first noticed in 1918, then distributed at trial stations in 1926 and released to the public in 1936. The tree is vigorous and very productive, broadly spreading with a tendency to droop. The fruit is oval, medium to large, with a strong adherent stem. Flesh rich yellow, firm, meaty, fine grained, tender and juicy; flavor, sweet and pleasant. Quality good to very good. Medium sized clingstone. Ripens late, through September, often hanging into October.

**KAHINTA.** It is a good fruiter and appears hardy throughout the North. Fruit large, firm, 1 3/4 to 2 inches in diameter; color red; flesh firm, with small pit and delicious flavor. One of the best.

**LA CRESCENT.** A medium sized yellow Plum that originated at the Minnesota Fruit Breeding Farm. The fruit is of the very highest quality but because it has tender skin and being very juicy, it holds up only a few days; consequently it is no shipper. A very delicious Plum for the home orchard.



*Kahinta*

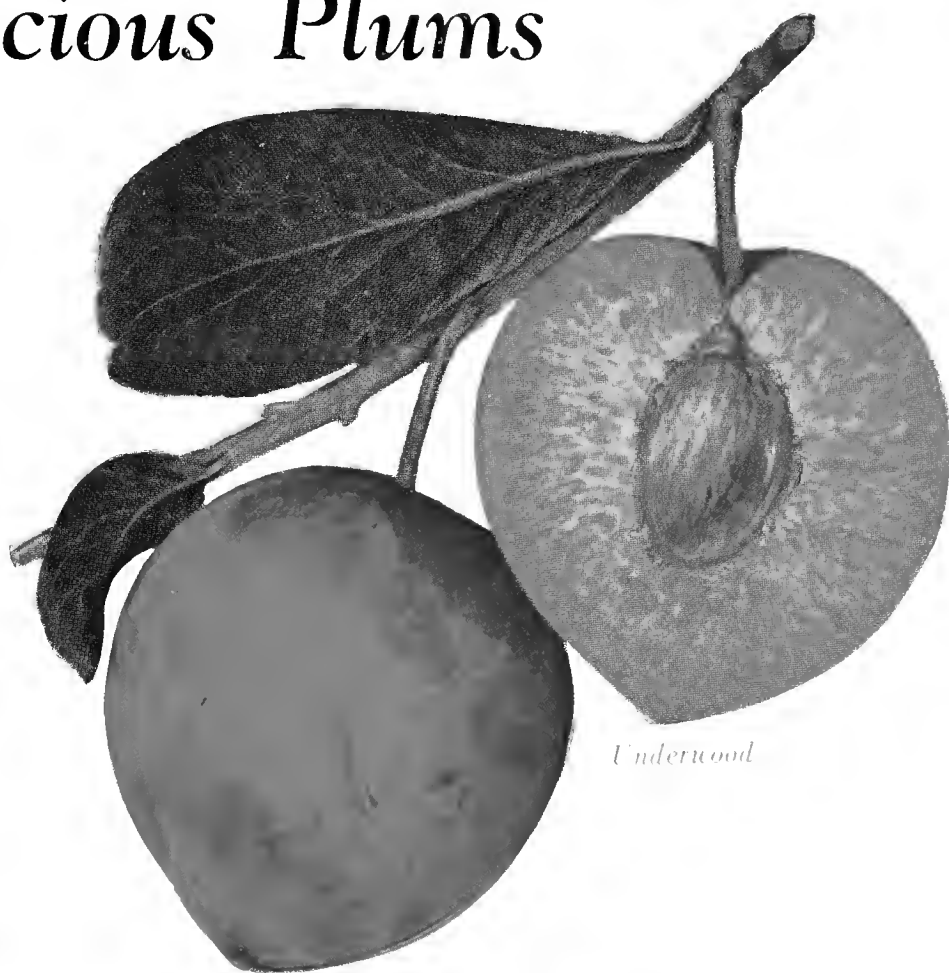


*Wisconsin Prune*

**UNDERWOOD.** One of the strongest growing trees of hybrid Plums. It is entirely hardy at the Fruit Breeding Farm, and very promising because of its large, early fruit. Fruit attractive red, with fairly firm, juicy flesh, small pit; clingstone; hangs well and ripens over a long period. Season August 1st to 15th.

**WANETA.** This wonderful large Plum is one of Prof. Hansen's productions. Following is Prof. Hansen's own description: "My belief is that in this variety I have combined the best points of the native and Japanese Plums. It is probably the largest of the 10,000 seedlings. The size here at Brookings, South Dakota, in 1912, was 2 inches in diameter, weighing about 2 ounces." Its color is deep red, flavor is delicious. The tree is hardy and very prolific. Its size and quality, the hardiness of tree and great productiveness, are such that the demand will be great.

**WISCONSIN PRUNE.** This Plum was introduced by the Horticultural Department of the University of Wisconsin. The fruit is large, being considerably larger than the German Prune. It has a good blue color and its flavor is excellent. This is the Plum to plant when a variety of this type is desired. It is a heavy cropper and will prove satisfactory for commercial purposes as well as for home use. It is the hardiest Prune Plum for Wisconsin.



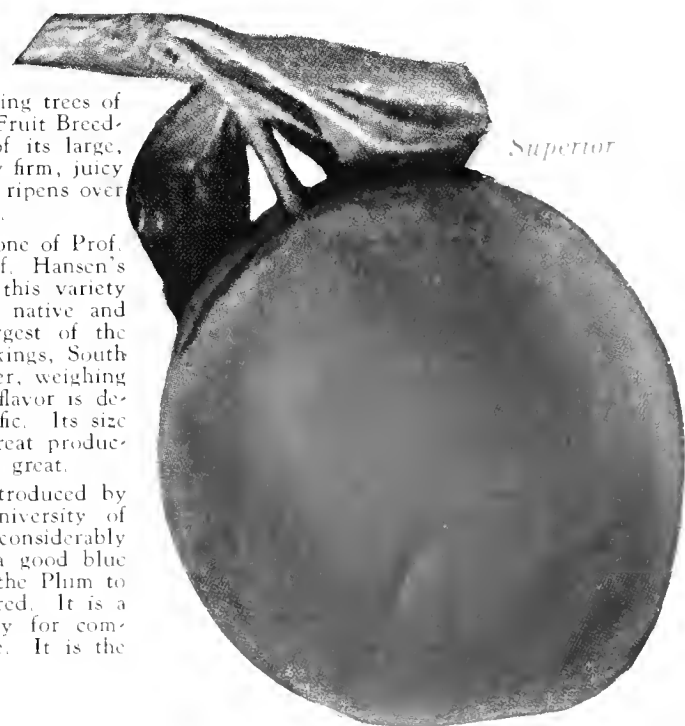
*Underwood*

**MONITOR** (Minnesota No. 70). Tree unusually vigorous and very productive and hardy as far north as St. Paul, Minn. Fruit large, roundish, well colored with dark, dull red; stone medium, cling, quality good. Very promising as a market Plum.

**SUPERIOR.** Another new introduction by the Minnesota Fruit Breeding Farm. An enormous sized, red Plum with a yellow flesh and a delicious flavor. It can be peeled like you would a peach. Superior is ranked as one of the best Plums by most planters and orchardists. Tree is a good grower, vigorous and productive. Thought to be extra hardy and therefore suitable for the extreme northern part of Wisconsin. It has proven itself worthy of its new name—Superior. It has also shown itself a splendid pollenizer for several of the other varieties.

**TOKA.** A cross between the Americana Plum and the fragrant Apricot of China. One of the finest flavored Plums in existence. The tree is remarkably strong and vigorous. It bears early. The fruit is dark red in color, very handsome, firm, large and a good shipper.

**TONKA.** Very productive and hardy in the North. Originated at the Minnesota Fruit Breeding Farm. Fruit large, yellow, well overlaid with red; flesh firm; free stone when fully ripened; flavor sweet; quality good. Ripening season August 15th. Especially recommended as a market Plum of splendid keeping and shipping quality.



*Superior*



# McKAY'S Selected Pears and Peaches

## Pears

### Very Hardy Varieties

This class of Pears are such as have been developed in Minnesota, for the colder sections of the Northwest. They are somewhat smaller than those listed in the semi-hardy group. A little thicker skinned, possibly coarser grained and not quite as high a quality. Still they are Pears of reasonably good eating qualities, and as good as any of the semi-hardy varieties for canning purposes. They are the hardest Pears that have been developed so far, and are especially recommended for the central and northern part of Wisconsin, or north of the line designated for semi-hardy varieties, as outlined below.

**MENDEL.** Introduced from New Ulm, Minnesota, where the original tree has stood twenty years. A heavy bearer, fruit greenish yellow, and good quality. Tree is blight resistant.

**PARKER PEAR.** A new hardy Pear introduced by the Minnesota Fruit Breeding Farm. This Pear has been grown successfully as far north as Duluth, Minnesota. The tree is large, vigorous and free growing. The fruit is attractive, regular in outline with a smooth medium thick skin. The color is clear medium yellow, usually with a blush. The flesh is tender, medium fine grained, almost melting, juicy, sweet, and of good quality.

### Semi-Hardy Varieties

Pears can be divided into two groups: First, the well-known older varieties typified by the Bartlett, which are of the very highest quality, but generally not completely hardy in Wisconsin. They are the kind that are shipped in from Colorado and California. They are also grown in Southern Michigan and some of the New England states. They should only be planted in southeastern Wisconsin, probably south of a line from Dubuque through Watertown to Port Washington. We offer the following varieties:

**BARTLETT.** Large, buttery, and melting, with a very rich flavor. September.

**ANJOU.** A large russet-colored Pear. Ripens in early October and keeps until January. Good quality. Hardier than Bartlett.

**CLAPP'S FAVORITE.** Large, yellow-green Pear with an overcast of dull red. High quality. Late August.

**DUCHESSE (d'Angouleme).** We usually sell this variety as a dwarf tree, in which case it bears the second or third season after planting. Fruit large, of a dull greenish yellow. Good flavor and juicy. September.

**FLEMISH BEAUTY.** Much like Bartlett.

**KIEFFER.** The familiar canning Pear, shipped in from Michigan. It is the hardest of this class of Pears and can be planted more extensively. Ripens in October and keeps into winter.

**SECKEL.** Small but of the highest flavor and quality. September.

**VERMONT BEAUTY.** Medium size, yellow overcast with red. High quality. October.



Heavy-fruiting  
Branch of the  
Marquette Peach

## Peaches

The standard old varieties of Peach trees are not considered very hardy in Wisconsin; however, there are favored locations where they do quite well. In such regions they can be planted for trial. We can supply Champion, Crawford's Early, Elberta, and a few other varieties.

**MARQUETTE.** A new hardy variety originated in Marquette County in Northern Michigan. Medium sized, white fleshed, freestone Peach of excellent quality; fine flavor and a nice eating Peach. Not suitable for long distance shipping. We received our propagating wood from the Michigan Agricultural College; therefore, we have the pure Marquette Peach. There is no question about its being unusually hardy.

## Apricots

They should be planted for trial only in southeastern Wisconsin. The Russian varieties listed below are much harder than other sorts.

**ALEXIS.** (Russian.) Large; color yellow with red cheek; flesh rich and luscious, slightly acid. July 15th.

**BUDD.** (Russian.) Large size, color white with red cheek; flesh sweet, juicy, extra fine; best late variety. August 1st.

## McKAY'S GOOSEBERRIES



Poorman  
Gooseberry

The Gooseberry, like the Currant, is a favorite in the northern fruit garden. Gooseberries are grown with but very little care. All they require is some attention to fertilizing and cultivation, with an occasional spraying.

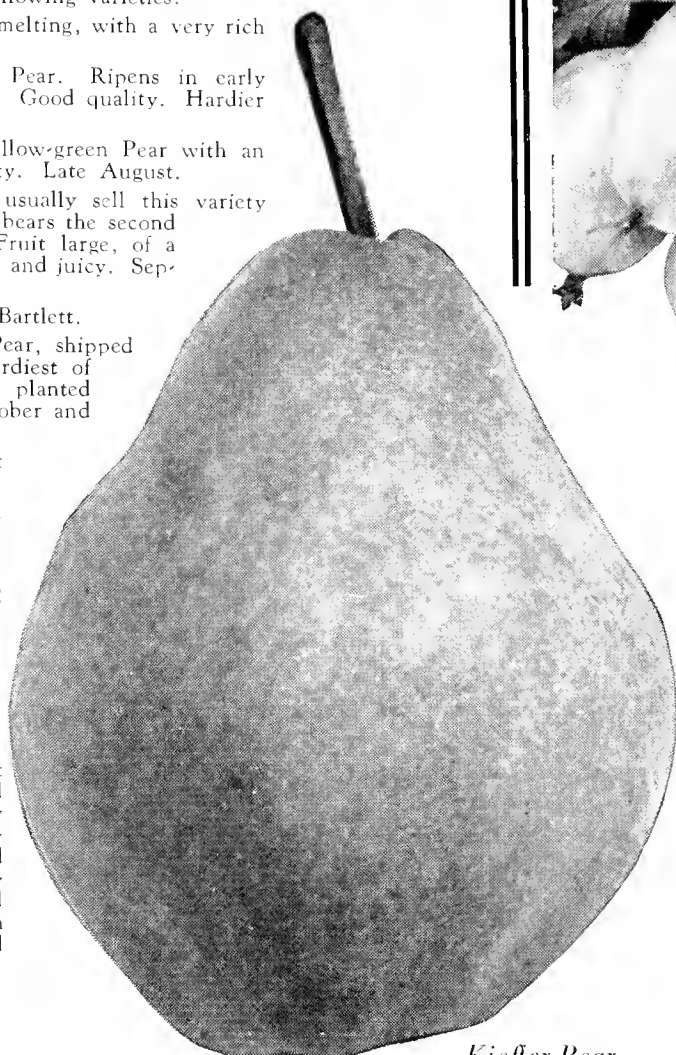
**CARRIE.** Originated in Minnesota. Fruit red. After the third year, bush loses its thorns; very heavy bearer, medium size; excellent quality.

**DOWNING.** Large and handsome, pale green berry; of splendid quality for dessert or cooking. Bush vigorous and exceedingly productive. An excellent sort for family use and most profitable for market.

**PEARL.** Very hardy; free from mildew, and productive, even more so than Downing. Superior in size and quality.

**POORMAN.** The largest sized red, best flavored and most attractive Gooseberry yet introduced. Of all the Gooseberries we have ever seen, this is the largest; in fact, it is mammoth. It was developed at the Geneva, N. Y., Experiment Station, and is considered a great improvement over any of the older varieties. The bushes grow quite tall, are very productive, vigorous, and healthy. This is a splendid Gooseberry in black loam and heavy clay soils.

**RED JACKET (Josselyn).** Bush is very hardy; clean healthy foliage; vigorous and entirely free from mildew. Fruit large, smooth, red and of first class flavor and quality.



Kieffer Pear

## Mulberry Trees

**RUSSIAN MULBERRY.** The fruit is highly prized by the birds and it performs a valuable service by keeping them away from the garden. These are sometimes classed among ornamental trees on account of their fine foliage and form. For the North, the Russian variety is the only one that should be planted.





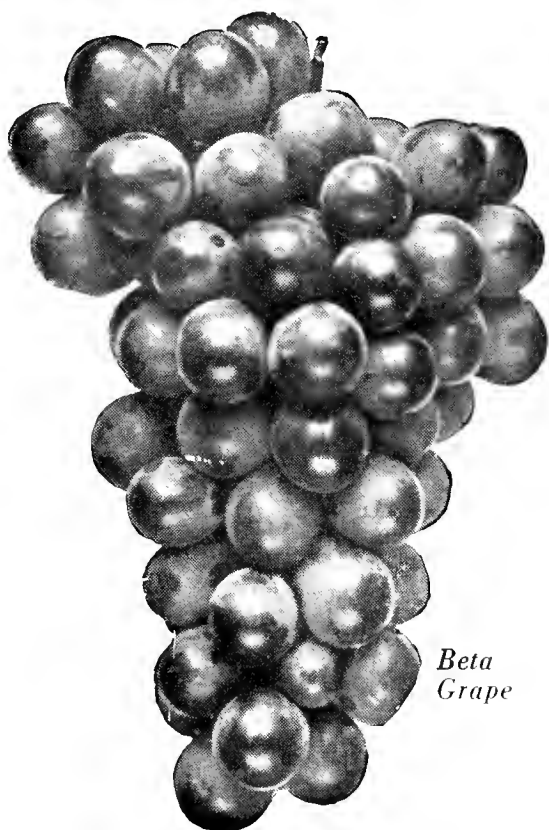
## McKAY'S Juicy Grapes

Let McKay's Juicy Grapes tempt every home gardener because they require surprisingly little cultivation and the abundant returns are ever welcome. Grapes have been constantly improved during the past years, and are not only favored by the commercial grower, but possess a charm for the farm and home garden. They require but little space and they can be trained over fences, trellises or doorways, and thus be ornamental as well as edible. Grown for market, they can be planted on hillsides that are not suited for other crops. In all cases, however, they should have a free exposure to the sun and air.

**BETA.** A cross between Carver and Concord; perfectly hardy, productive; fruit of medium size; early. The principal value of this Grape is in the extreme North where it will stand without protection.

**BRIGHTON.** (Red.) Bunch medium to large; quite compact; flesh rich, sweet and best quality; color dark crimson or brownish red; vine vigorous and hardy.

**CACO.** A new variety originating in Delaware and widely heralded as the very best red Grape known. Its name is a combination of Catawba and Concord, from which two standard sorts it was derived. The vines are strong and vigorous, as yet untouched by disease of any kind. The fruit is very large and handsome, complete bunches; in color a rich wine-red over amber. Exceptionally early bearing, usually showing several good sized bunches the second year. Its flavor is luscious, sweet, delightful, distinctive.



Beta  
Grape

**CAMPBELL'S EARLY.** (Black.) A very strong, vigorous, hardy vine, with thick, healthy, mildew-resisting foliage and self-fertilizing blossoms, always sets its fruit well, and bears abundantly.

**CONCORD.** (Black.) Too well known to need description; is considered by many to be the best all-around Grape grown. Is extremely hardy, vigorous and productive; bunches large, compact.

**DELAWARE.** (Red.) One of the best red Grapes; bunch small and compact; berry small, round, beautiful light red; flesh rich, sweet and delicious; best quality. A good market Grape.

**FREDONIA.** A new introduction that gives promise of being the earliest good black Grape. It ripens its fruit two weeks earlier than Worden. The vine is vigorous, hardy and productive. The bunches of fruit are medium in size, cylindrical and compact; the berries are large, round and persistent, the skin is thick and strong, the flesh is juicy, solid but tender, and the quality very good. Fredonia stands alone as an early black Grape.

**MOORE'S EARLY.** (Black.) Bunch large, berry round with a heavy blue bloom; quality considered better than Concord; hardy and prolific; a good market berry; ripens about two weeks before Concord.

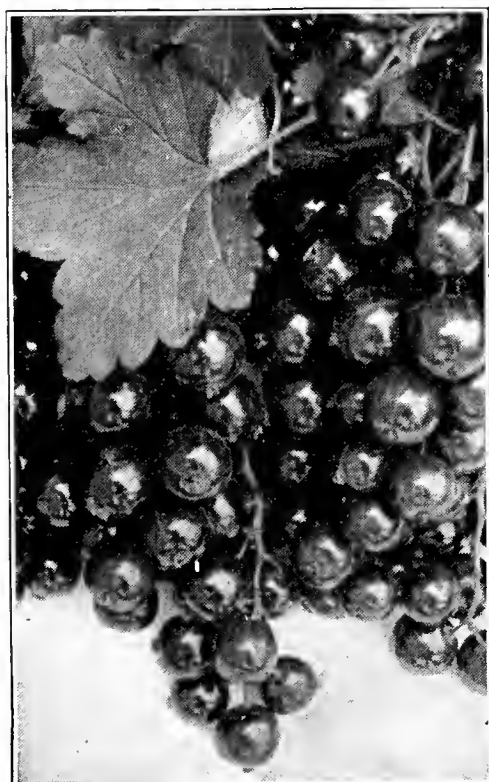
**NIAGARA.** The vine is a strong grower, healthy and prolific; bunches large, uniform and compact; berry large, skin greenish white, slightly ambered in the sun; quality good. Ripens with Concord. It is a good shipper and market Grape.

**PORTLAND.** (White.) Ripens earlier than any known Grape. Berries are very large and have a beautiful yellowish color. Quality is excellent. Vines are extremely hardy and productive.

**WORDEN.** (Black.) Said to be a seedling of Concord, and is a slight improvement on that variety; ripens a few days earlier; bunch large and compact.

## McKAY'S CURRANTS

The Currant is one of the most valued of the small fruits. Being very hardy, they do not winter-kill and are easy to cultivate, requiring little care. They can be grown in any garden soil, and they like a little shade. Give good cultivation and plenty of manure. Thin out in the center and do not have more than four or five bearing canes at a time. After the bush is four or five years old, remove one of the old canes each year and leave one of the strongest new sprouts.



Diplomat Currant

**CHERRY.** Bush vigorous, stocky and compact; cluster rather short, fruit medium large; color bright red; very thin skin; juicy and fine flavor; one of the most productive.

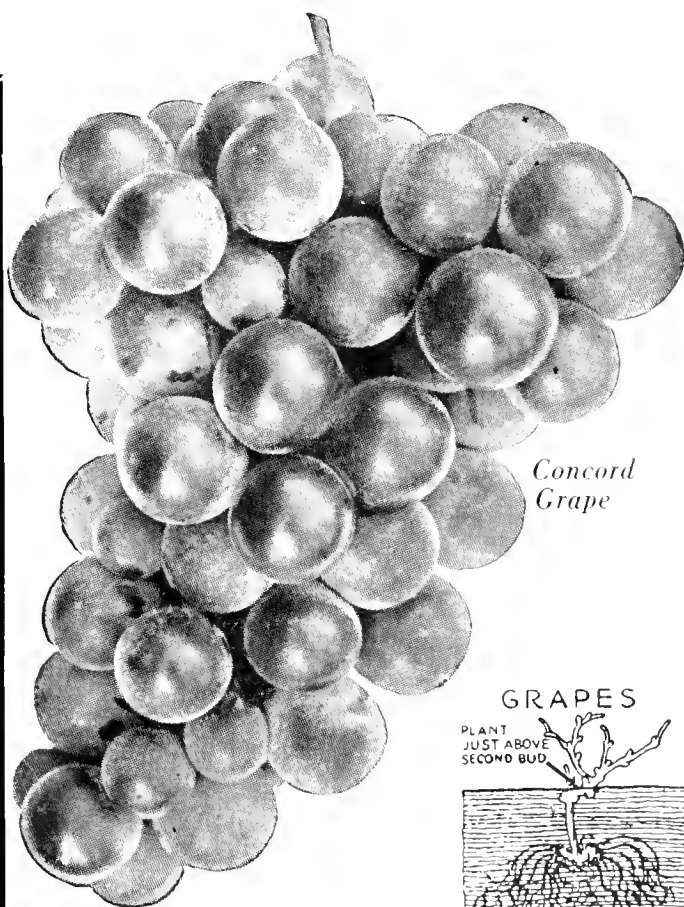
**DIPLOMA.** A new variety that is proving very satisfactory. The fruit is as large or larger than the Perfection. Plant is a splendid grower and produces a good crop of large, red, good quality fruit.

**PERFECTION.** Berry bright red and large. The clusters average long and the size of berry is maintained to the end of bunch. A rich, mild sub-acid flavor with plenty of pulp and few seeds.

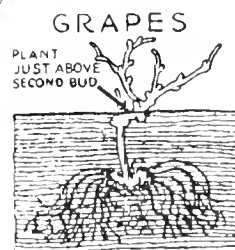
**RED LAKE** (Minnesota No. 24). A new Currant originating at the Minnesota Fruit Breeding Farm. It has been thoroughly tested throughout the Northwest and has proven to be of superior quality and productiveness. It is exceptionally large with long well-filled clusters. Ripens early midseason but has a long-bearing period. It is an excellent market berry.

**WHITE GRAPE.** Bush vigorous, somewhat spreading, productive; clusters long; berries large; of very attractive color, mild flavor and good quality; a good table variety.

**WILDER.** A remarkable variety. One of the best grown. Very productive; bunches and berries large; splendid quality. Should be largely planted for home and commercial purposes.



Concord  
Grape



### Care and Pruning of Grapes

Cut tops back to 6 in. above ground

1. Plant 6 to 8 feet apart, in good rich soil in sunny location.
2. Plant deep and firmly; cut back to 6 inches from ground at planting time.
3. Train on a 3-wire fence. One or two main shoots can run up to the top wire, then let lateral branches come out from these.
4. Since Grapes bear on new wood only, they should be cut back severely between November and March.
5. In our climate, Grapes should be laid down on ground in the fall and covered with hay or straw for the winter.



# McKAY'S Heavy-Bearing Raspberries

The McKay Heavy-Bearing Raspberry is the king of the small fruits, a fruit that should be planted by almost everyone, essential in the small lot, and decidedly profitable for the commercial grower. Delicious when eaten raw and a top-heavy favorite for canning and preserves.

*Raspberries should be planted in rows five to seven feet apart and about four feet apart in the row. A good loam soil is generally the best soil in which to plant them. The ground should be kept well cultivated and free from weeds. Most of the suckers should be kept cut out and old ones should be removed immediately after the bearing season.*

**CHIEF.** Originated at the Minnesota Fruit Breeding Farm. The plant is extremely vigorous and productive. The fruit matures a week earlier than Latham, and the berries are a trifle smaller. They are rich in quality, of an attractive red color, and are exceptionally firm, making it a good shipping berry.

**COLUMBIAN.** (Purple.) It is a most vigorous grower, canes 6 to 10 feet in length; fruit very large; color dark red bordering on purple; adhere firmly to the stem; seeds small, has a distinct flavor of its own, making it a most delicious table berry. For canning purposes it is much superior to any other.

**CUMBERLAND.** Called the "Business Black-Cap" because it succeeds on all soils and produces its big crop of fruit year after year. The berries are large, glossy black, of good quality, flavor and appearance. A good berry for either home use or market.

**CUTHBERT.** (Red.) A strong grower and very productive; large, bright red, fruit firm, of good quality. Season medium to late. Generally not considered very hardy in Wisconsin.

**LATHAM** (Minnesota No. 4). Originated at the Minnesota Fruit Breeding Farm. It is hardy, a strong grower and disease-resistant. The fruit is exceptionally large, often running an inch in diameter. Color a rich dark red, is juicy and has a flavor of the highest quality. Starts bearing about midseason and ripens over a long period. A very heavy bearer. The best commercial variety. The stock which we offer originally came from the originator so we can supply our customers with the genuine Latham. The Raspberry that has no equal for the North.



*Latham Raspberry*

**NEWBURGH RASPBERRY.** Introduced by the New York Experiment Station. The fruit is very large, very firm and does not crumble. The color is a bright, attractive red; in keeping and shipping quality it has no superior. The plants are vigorous, hardy and very productive. The weight of the fruit is so great that the canes are often bent to the ground. It appears to be resistant to mosaic. It is three or four days earlier than Latham in ripening.

**NEW LOGAN BLACK RASPBERRY.** The Michigan Experiment Station claims it to be the most promising Black Raspberry ever tried there. New Logan ripens 10 days earlier than the Cumberland, the berries are larger and the yield heavier. It is disease-resistant and a good grower. The fact that it bears 10 days earlier makes it a certain money-maker for you.

**PLUM FARMER.** (Black.) One of the newer varieties of Blackcaps. A vigorous grower and hardy. The fruit is large like the Cumberland but in appearance it has a grayish cast like the Gregg. It is earlier than either the Cumberland or Gregg.

**QUILLEN.** An extra late Black Raspberry, which will extend the Raspberry fruiting season for a week or ten days. The fruit is glossy black, of very high quality, with tempting rich flavor. The plants are hardy, vigorous and very disease resistant. Remarkably fine grower, very productive.

**ST. REGIS.** (Red.) This everbearing Red Raspberry bears the first season. The berries are large and beautiful, and full flavored to the very last.

**TAYLOR RASPBERRY.** The New York Experiment Station introduced this new variety. The plants are unusually vigorous, hardy, productive, and tall growing. The sturdy canes hold the berries well off the ground. The berries ripen shortly before Latham, are large, long conic, bright attractive red, thick fleshed, sub-acid and of excellent quality. Considered the best new Red Raspberry introduction since the Latham.



*Plant Raspberries  
for Pleasure  
and Profit*

*Quillen  
Raspberry*

*Newburgh  
Raspberry*





## McKAY'S Blackberries

The Blackberry is a native fruit in all the northern states. For best results they should be bent over to the ground and covered with a mulch of hay or straw for the winter. The following cultivated varieties are recommended.

**ALFRED BLACKBERRY.** A new, hardy Blackberry. Alfred is a vigorous grower that will produce a crop the year after planting. The fruit is much larger than the regular Blackberry, small seed, almost coreless and very sweet and juicy. Alfred starts bearing about 10 days earlier than the Eldorado and is perfectly

hardy, having stood through temperatures of 30 degrees below zero without showing any signs of injury.

**ELDORADO.** The berries are large, coal black, flavor sweet and melting, and have no hard core. Very firm and therefore an excellent market variety.

## McKAY'S Tender Asparagus

To make an Asparagus bed, prepare a place of fine loamy soil to which has been added a liberal dressing of manure. Plow or spade deeply. Plant in rows from three to five feet apart and from one to one and one-half feet apart in row. Make a trench about nine inches deep. Plant Asparagus and cover tops with about three inches of dirt. When cultivating, work soil at edge of furrow towards plants so that by midsummer the ground is level. Do not cover six inches deep at first or plants will be smothered. Put on a good coating of manure annually and work it into the soil.

**MAMMOTH WHITE.** A distinct variety of mammoth size, great yield and superior quality. Remarkable for the clearness of its color until several inches above the surface.

**PALMETTO.** Where well grown, with proper mulching, it produces shoots of large size and exceptionally tender. Delicious in quality.

**WASHINGTON.** A rust-resistant pedigreed Asparagus. As a standard variety for the production of fancy Asparagus for the home or market, it stands ahead of all others in size, vigor, tenderness, quality and rust-resistance.

### GROW YOUR OWN FRUIT

There is need for more home-grown fruit. Too few of us with land make any attempt to enjoy health-giving fruit for our own use. Every family having land—it doesn't take much—should grow some fruit. It's cheaper to grow it than it is to buy it!



Alfred Blackberries



Washington Asparagus



## McKAY'S Early Rhubarb

There is no garden of whatever size that cannot have a clump of Rhubarb. There is nothing quite so delightful as the first pie made from fresh Rhubarb grown in your own garden. Stewed Rhubarb with its brisk tartness is delicious and healthful, too, and mighty refreshing in the spring, when we crave fresh things.

Those who know the old "Pie Plant" would hardly recognize the improved varieties with their immense growth and thick tender stalks.

**McDONALD.** A very early new variety and of the highest quality. Stalks large, tender, and of excellent flavor.

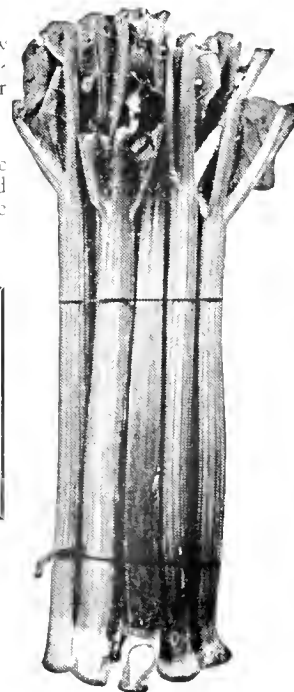
**RUBY.** Like its name indicates, it is a new red-stalked variety, beautifully colored. Medium sized stalks, very tender. Unexcelled for pie, cooking or canning.

**WATERLOO.** A fine flavored red variety, large stalks, tender and very fine flavored—the kind that can be used all season. A very profitable variety for the market.

*Consult the McKay Representative for your planting needs*

Cumberland Raspberry

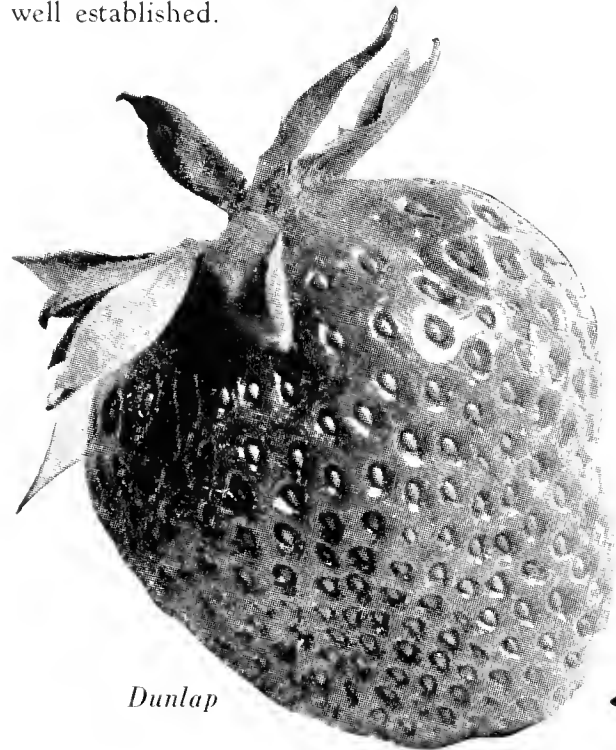
Waterloo Rhubarb





# McKAY'S Delicious Strawberries

McKay's Delicious Strawberries have been on trial over a wide territory for many years and have been found extremely hardy. We offer only the best varieties. Blossoms should be picked off from newly set plants until they are well established.



*Dunlap*

## June-Bearing Strawberries

**AROMA.** (Perfect). Fruit very large, roundish conical, glossy red, of excellent quality and produced in abundance. One of the most profitable late varieties that we grow.

**BEAVER** (Perfect). Berries large, well colored, firm, and of good quality. They are hardy, very productive, and do well in all types of soil. Never fails to produce a good crop of fruit. One of the best market varieties.

**BLAKEMORE.** (Perfect). A new early variety. The berries are of a good red color, firm, and well flavored. Ripen a little earlier than Premier.

**DORSETT.** (Perfect). Another recent introduction as an improvement on the Premier. Like Premier, it is very early, but continues bearing longer into the summer, almost until the late varieties are through. It is very productive. Berries are a very bright red color, of the very highest quality and flavor, and firm enough to stand shipment.

**DR. BURRILL** (Perfect). A big cropper. Berries large, dark red, of the best quality, and uniform in size and shape. This new variety is a strong fertilizer; its season of fruiting extra long.

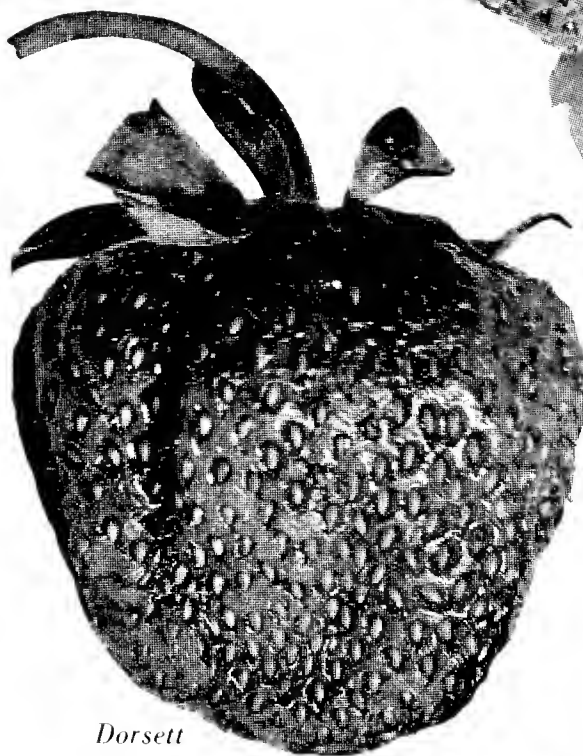
**FAIRFAX** (Perfect). Another recent introduction which, like Dorsett, is of supreme quality, in fact, the highest quality and best flavored strawberry we have. The plant is a very vigorous grower, making a moderate number of plants of a very large size, rather than a greater number of plants of smaller size. Because of this very large plant size and fewer plants the berries are very large, in fact, the largest berries we have ever seen. They are a beautiful rich red color and quite firm. An outstanding variety for the home garden.

**PREMIER.** (Perfect). An old popular favorite with strawberry growers as an early berry. Extensively grown by commercial strawberry growers, as well as home gardeners. This strong growing, early variety adapts itself to all soils, and has proven unusually satisfactory. The berries are medium red in color, of medium size, moderately firm and of good quality. Premier is a sure cropper, and stands at the head of the list for general productiveness. Most of the records for high yields and large profits have been made with Premier.

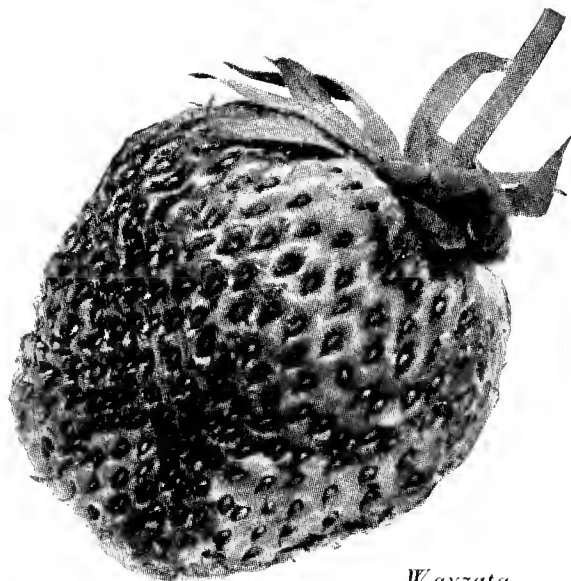
**SENATOR DUNLAP.** (Perfect). A variety of great merit and much admired. Fruit of large size, regular and attractive in form, deep red in color, firm and excellent in quality; season early and continues in bearing nearly a month.

**STEVENS LATE CHAMPION.** (Perfect). Fruit large, long, slightly flattened. Color deep red, flesh also red.

*Premier*



*Dorsett*



*Wayzata*

## Everbearing Strawberries

**GEM.** A new everbearing variety of merit. The flavor is excellent and the fruit is of good size, very firm and well colored. Gem is a direct offspring of the old Progressive. It is just as productive with much larger and better flavored fruit.

**MASTODON.** The berries are uniform and larger toward the end of the season instead of running small. The yields of fruit increase from July to October. They bear large crops in the summer and fall after planting and also the following spring. Berries are firm and stand handling. The large crowns send out numerous strong fruiting stems, supporting as many as 30 berries on each. Runners make good fruiting row. The blossoms are perfect and bear when planted alone.

**WAYZATA.** A new, heavy bearing everbearer that exceeds Mastodon in quantity, size and quality of fruit produced. The fruit is large, beautifully colored, with a wonderful flavor. It does exceptionally well under irrigation; however, Wayzata will do well on almost any type of soil. This wonderful new variety originated at Wayzata, Minn., so it should be perfectly hardy in Wisconsin. This is the heaviest bearing and best tasting everbearer we have ever encountered; however, it bears so heavily that it does not produce as many plants as some varieties. Perfect.





## Some General Information About Wisconsin's Greatest Nursery

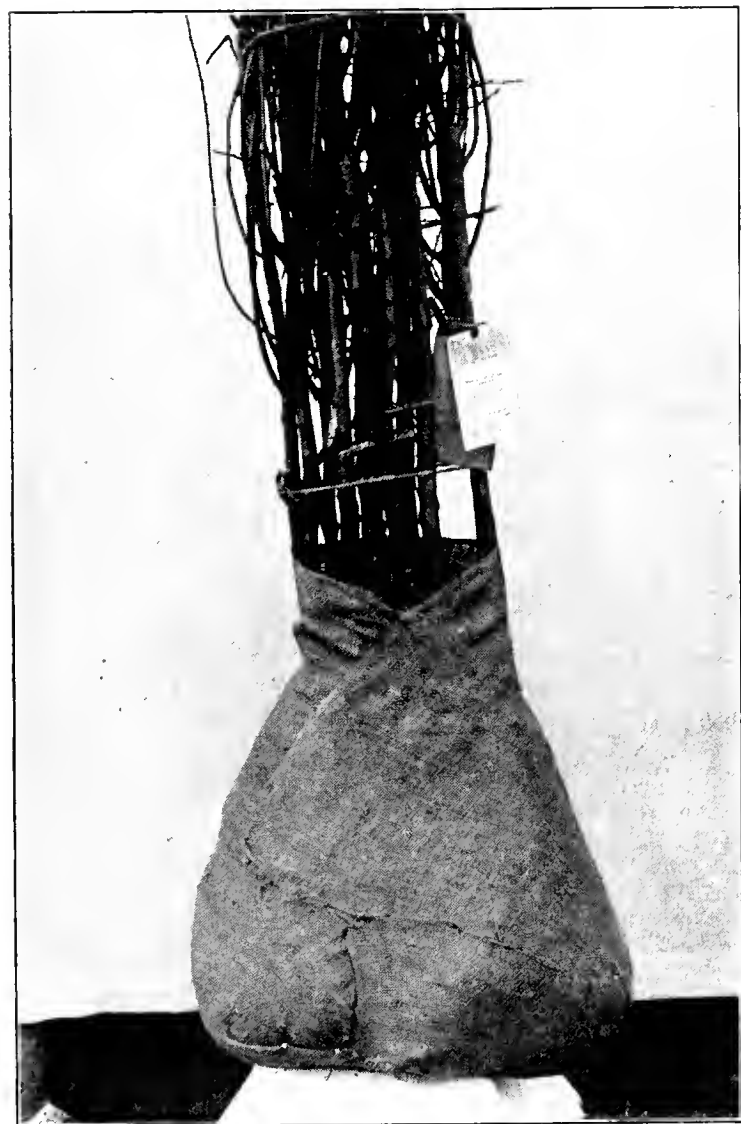
### WE INVITE YOU TO VISIT US

This is a cordial invitation to study each page of this catalog carefully, to order such varieties as you may require with the assurance of receiving thorough satisfaction, and to visit the nurseries or the general offices of the McKay Nursery Company whenever it is convenient for you to do so.

### OUR NURSERY

In the interests of ideal growing conditions our nurseries of more than 200 acres are located at **Waterloo, Wisconsin**, approximately 24 miles east of Madison, Wisconsin, 60 miles west of Milwaukee on Highway 19, and on the Chicago, Milwaukee and St. Paul Railway.

The location of our nurseries at Waterloo, Wisconsin, affords growing conditions that are ideal in developing stock particularly adapted to the climatic conditions of the Northwest. The quality of soil found there is best suited to the healthiest possible conditions of growth, producing a solid, firm texture of wood with abundant fibrous roots so essential to successful transplanting, and enables us to offer the products of our nurseries in the firm confidence that they will give lasting satisfaction.



*An Order of Fruit Trees, Carefully Wrapped with Wet Packing, Water-Proof Paper, and Burlap*



*Loading Stock Directly Into Cars On Sidetracks at Our Nurseries*

### OUR PACKING AND SHIPPING FACILITIES

We have the most modern buildings possessed by any nursery in the Northwest. Every tree, plant or shrub is packed under cover with wet moss or similar material, wrapped with water-proof paper and burlap, and then immediately shipped or delivered, thus insuring the minimum of exposure to the trees or plants and then prompt delivery. This is of great importance to the purchaser of nursery stock. We have experienced employees who are thoroughly trained in the handling of our class of goods. Our many years' experience in the handling of nursery products enables us to deliver stock that satisfies thousands of customers in all sections of the Northwest.



*A Truckload of Balled and Burlapped Evergreens Ready to Leave Our Nurseries*

### OUR GUARANTEE

We guarantee our stock to be of the best quality always, and to be delivered in good condition. We are extremely careful in seeing that all plants and trees are correctly labeled and we hold ourselves prepared to replace, on satisfactory proof, all stock that may prove untrue to the description under which it is sold, or, at our option, to refund the amount paid therefor, but we shall in no case be liable for any sum greater than the amount originally received for said nursery stock.

### INSPECTION

Our nurseries are inspected by the state entomologist twice a year, as required by law, and we hold his certificate that our stock is free from injurious insects and contagious diseases.



# THE HOME ORCHARD

*"An Investment in Beauty, Pleasure and Profit"*

The typical Wisconsin farm orchard consists of 20 to 60 fruit trees. Because the McKay Nursery Co. believes that every farm owner should grow a more or less complete line of fruit trees as well as small fruits, we present our plan of a "Complete Home Orchard". This orchard will keep the average family supplied with home grown fruits of various kinds and varieties through the different seasons of the year. This plan can be modified to suit the individual family's wants, tastes, and needs. We present it as a guide to you to work from.

## McKAY'S "COMPLETE ORCHARD"

### 30 APPLES

- 5 Summer Apples
- 7 Fall Apples.
- 3 Crab Apples.
- 15 Winter Apples.

### 6 CHERRIES

- 3 of one early variety.
- 3 of one late variety.
- (If you live in a section of the state where cherries do not grow, substitute "McKay's Hardy Cherry Plums")

### 5 PLUMS

- 1 each of 4 varieties which will ripen in succession through August and September.
- 1 pollinizer plum tree to be planted in center of above group.

### 4 PEARS

- 1 or 2 each of several varieties suitable for your locality.

### 100 RED RASPBERRIES

- 25 of an early variety.
- 75 of a standard midseason variety.

### 25 BLACK RASPBERRIES

### 6 GOOSEBERRIES

- 3 each of 2 varieties.

### 9 CURRANTS

- 6 of one standard juicy variety for jellying.
- 3 of a variety for pies, marmalades, etc.

### 12 GRAPES

Made up of several varieties.

### 200 STRAWBERRIES

- 150 June berries.
- 50 Everbearing berries.

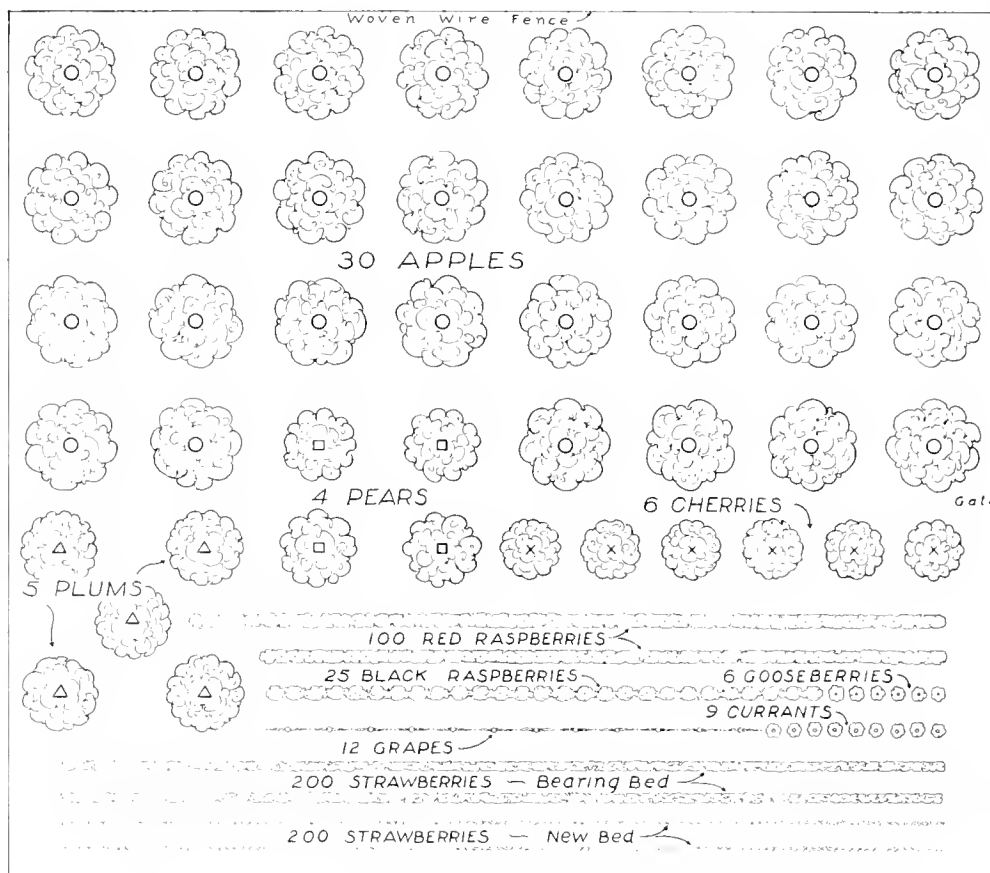
### SUITABLE PLANTING DISTANCES

Apples .....	20 to 30 feet
Pears .....	16 to 20 feet
Cherries .....	16 to 20 feet
Plums .....	16 to 18 feet
Peaches .....	16 to 18 feet
Currants .....	4 by 6 feet
Gooseberries .....	4 by 6 feet
Grapes .....	6 to 8 feet
Raspberries .....	4 by 6 feet
Strawberries ..	1½ by 4 or 5'

### NUMBER OF TREES OR PLANTS PER ACRE

1½ x 4 ft. ....	7260
1½ x 5 ft. ....	5808
3 x 5 ft. ....	2904
3 x 6 ft. ....	2420
3 x 7 ft. ....	2074
4 x 5 ft. ....	2178
4 x 6 ft. ....	1815
4 x 7 ft. ....	1555
6 x 8 ft. ....	908
8 x 8 ft. ....	680
8 x 10 ft. ....	545
16 x 16 ft. ....	170
18 x 18 ft. ....	135
20 x 20 ft. ....	110
24 x 24 ft. ....	75
27 x 27 ft. ....	60
30 x 30 ft. ....	48

**RULE:** Multiply the distance in feet between the rows by the distance the plants are apart in the rows and the product will be the number of square feet for each plant or hill; which, divided into the number of feet in an acre (43,560), will give the number of trees.



## THE COMPLETE "HOME ORCHARD" Scale 1"=50'

### ORCHARD SITE

The complete "Home Orchard" should be laid out on a piece of land close to the farmstead. This makes it easier to care for it and encourages you to do the work at the proper time. It is also more convenient for the various members of the family to eat and enjoy the ripe fruits.

### CULTIVATION

**Young Fruit Trees** grow best if the ground is cultivated the first few years. This is best done by planting potatoes or corn between the rows of fruit trees. If new trees are set out in an old orchard, spade the ground for a two foot radius around the tree and then cover ground with a six to eight inch mulch of straw, hay or strawy manure. Even a heavy mulch alone on the sod will soon kill out the grass and conserve the moisture for the benefit of the tree.

**Small Fruits.** Our orchard has ten feet of headland at the ends of the small fruit rows to allow for horse cultivation. Because farm help is scarce the small fruits should be cultivated by horse power, not hand labor. Several good ground stirrings with a one-horse cultivator will keep the ground loose, keep weeds down, conserve the moisture, and keep the raspberries and strawberries from running all over the patch. Likewise, a 12- or 15-inch mulch of straw between the rows of raspberries, currants, gooseberries, and grapes will answer the same purpose.

### RASBERRY CULTURE

Since raspberries bear only on last year's canes, it is customary to cut out all the old canes (canes that bore fruit) every fall. This throws the strength of the roots into growing new canes which will again bear the following year.

Since raspberries spread by suckers, cultivation or mulching as described above will also keep the rows narrow—not over 18 inches wide. Suckers coming out beyond such a width should be destroyed by the cultivator or choked out with the deep mulch. In this way raspberries are kept manageable and productive indefinitely.

### PRUNING FRUIT TREES

**First Year.** (Read planting instructions on page 37.) In general, prune fruit trees to a single leader or main upright branch on which are left three to five side branches well spaced up and down the trunk, as well as growing out in all four directions of the compass.

**Second Year.** Further build up the branch formation of your trees to form the above skeleton. Cut out cross branches as well as new sucker side branches. Better to have fewer side branches than too many. If a tree lacked a branch coming out in one direction the first year, leave a sucker that comes out the second year to perfect the tree skeleton. Hold back vigorous growing side branches to gain uniformity in branch growth all around the tree. In succeeding years prune just enough to keep tree balanced and open in growth. This produces larger and better colored fruit.

### RODENT PROTECTION

It is advisable to wrap fruit trees with burlap or tar paper the first winters against rabbit and mice injury. Again, ordinary fly screen can be circled around the trunk loosely and left on for several years, or until it rusts off. Be sure to place wrapping below ground, so mice can't get inside it.

### STRAWBERRY CULTURE

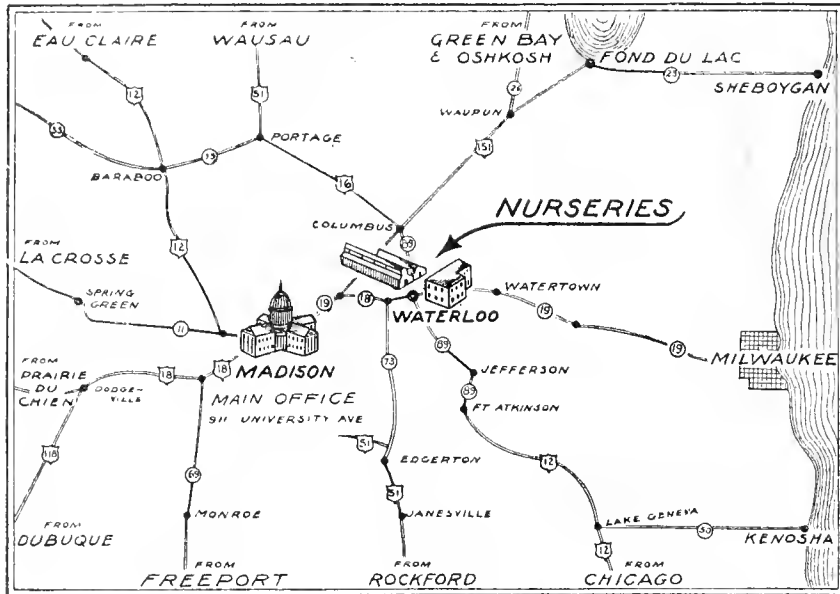
Note that our "Complete Home Orchard" plan shows two settings of strawberries. The one as a one-year bearing bed, the other as a newly set bed. The best practice of growing strawberries is to set out a new bed every spring. This newly set bed can be cultivated conveniently with a one- or two-horse cultivator while the plants are making runners. The following year it will bear fruit heavily, whereupon it is plowed up in the fall. After being manured in the winter it is ready for a new plant setting in the spring. This rotation makes for the easiest growing and care of a strawberry bed, and will give you the maximum of fruit with the least labor.



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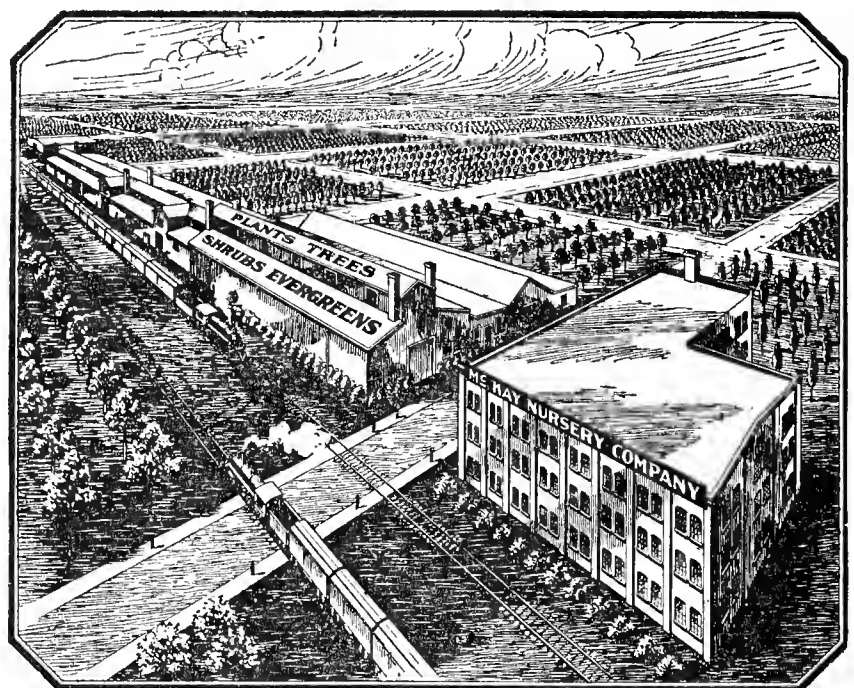
# How to Reach Us



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